

Shatabdi Biswas

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Hello, I am a Senior Product designer with 9 years of experience, crafting experiences that millions of people use daily. My approach combines end to end design execution, ensuring every product delivers both craft and long-term user value and business growth. I lead by shipping: collaborating with engineering, product, and research to evolve ideas into shipped features. My strength is finding novel interactions that make complex, unseen problems feel obviously simple. AI is woven into how I work and think.

Experience

Stepstone GmbH, Senior Product Designer

Dec 2024 – Present | Web Platform

Leading end-to-end design across the recruiter lifecycle, from acquisition and activation through core platform, working across engineering, product, research, and brand to deliver platform-level improvements with measurable business impact.

Platform and Permissions

- Designed role-based permissions and team management flows across user roles, mapping complex access logic spanning job ads, budget, hiring, and workspace settings into a clear, navigable interface for company admins.

Activation and Onboarding

- Designed recruiter onboarding across 6+ use cases, reducing duplicate workspace creation by 10% and improving data integrity for 1000+ companies.
- Redesigned the Product Modal and envisioned a new horizontal navigation for accounts and settings, resulting in a new navigation component shipped across the platform.

Growth and Acquisition

- Defined KPIs for the before-login experience and shipped navigation changes that generated 37 leads, €26k revenue, and a 17% lift in unique visitors.
- Introduced open-field email detection on the B2B landing page, improving routing accuracy between existing and new users, **acquired 18.2% of new user registrations in the pilot.**

Company Profile and Brand

- Redesigned the company profile experience with structured completion flows, **driving 8x growth in profile creation** and aligning engineering, marketing, and brand on a shared data model.
- Proposed and designed a clear separation between workspace and branding, giving customers more control over their data and sharing capabilities.

Bolt, Micro-mobility, Senior Product Designer

Jul 2022 – Dec 2023 | iOS, Android

Led end-to-end design of micromobility features on Bolt's iOS and Android consumer app, introducing novel interactions that made riding easier and more seamless across multiple markets.

Group Rides

- Shipped Group Rides feature, **driving +7.87% GMV uplift** through research-led design and cross-functional collaboration.

Passes and Upsell

- Reframed pass adoption from a visibility problem to a decision problem, moving pass purchase into the scooter selection journey, **increasing pass purchase by conversion rate by 65% and pass purchase retention by 34.8%.**

Parking

- Designed Park Assist, VPS, and Charging Docks to improve parking habits across complex multi-city use cases. **Achieved 97.2% correct parking rate in Brussels** and scaled parking design globally.

Trust and Transparency

- Designed a penalty and fine system introducing transparent communication between city enforcement and users, reducing disputes and improving compliance.

City Tenders and Safety Education

- Contributed vision proposals supporting tender wins in Milan for three consecutive years.
- Partnered with brand to launch safe riding education, measurably improving user compliance and safety behaviour.

Delivery Hero, Product Designer

Sep 2019 – Mar 2022 | iOS, Android, mWeb

Owned cross-selling experience across food order journey in 25 countries, increasing order share by 26% and driving 40% average uplift in add-to-cart in 25+ countries

Cross-selling and Recommendation

- **Owned the end-to-end cross-selling experience across the food order journey, increasing order share by 26%.**
- Designed quick filters bringing popular non-main-dish categories into the cross-sell swimlane, **achieving 73% higher conversion than the variant and increasing discoverability of items from different categories by 27%.**
- Moved recommendations earlier into the decision journey via item modifiers and bottom sheets, increasing cross-sell order share, conversion, **and add-to-cart by an average of 40%**
- First to introduce cross-selling on the Order Tracking Page, **driving a 10% uplift in new orders and establishing the pattern for grocery flows.**

No-code Platform

- Built a Server Driven UI platform tool enabling non-technical Product Specialists to configure and test strategies independently, **reducing experiment delivery from weeks to days.**

Search and Favourites

- Launched MVP for auto-suggestions, search focus, and search results on Foodpanda. Launched and supported the Favourites feature from scratch.

Paytm India, UX Designer

Jan 2016 – Jan 2017 | iOS, Android

- Owned merchant experience on web and mobile. Designed the first merchant app covering shipment tracking, business insights, and payouts.
- Redesigned merchant and consumer login flows following a three-day hackathon that exposed critical security gaps, resulting in 2-factor authentication shipped across **millions of users** in two weeks.

Previously

Shuttl, Senior Product Designer

Dec 2018 – Aug 2019 | Platform

Designed operating tool for Shuttl's bus aggregator, spanning consumer live tracking, ops dashboards for on-time performance, and fleet management across Gurugram. The tool enabled consumer-facing live bus tracking, internal ops dashboards for on-time performance, and fleet and driver inventory management for delays and incidents.

Roundglass, Product Designer

Jan 2017 – Dec 2018 | Web Platform, mWeb

Shipped zero-one platform for wellness publishing CMS, shipping WYSIWYG authoring, design system from scratch, and reader experience prioritizing quality over quantity

Microsoft, Graduation Internship

Summer 2015 | Android

Conceptualised, designed, and tested a next-gen phonebook for mobile-first consumers at Microsoft IDC. Led the full process from research to proof of concept.

IBM · Summer Internship

Summer 2014 | Platform

Conceptualised, designed, and tested an automated UI testing tool for Android, built in collaboration with an intern developer.

Teach for India · UX Consultant

June 2014

Freelance design work supporting application form completion for volunteers.

Skills

Design Product Strategy, Vision Design, User Flows, Concept Ideation, Prototyping, UI and Visual Design, Design Systems, Component Libraries, Design Tokens, Motion Design, Data Visualisation, Workshop Facilitation, Claude Coding

Research Diary Study, Informal User Surveys, Usability Testing, Data Analysis, A/B Testing, Heuristic Evaluation

Communication Vision Storytelling, Business and Product Strategy, Stakeholder Alignment, Insight Generation, Design Critique and Iteration Velocity

Design Tools & Platforms

Figma, Figma Make, Framer, Miro, Claude Code, VS Code, ChatGPT

Education

National Institute of Design, Bangalore

M.Design, Information Design

2013 – 2016

National Institute of Fashion Technology, Bangalore

B.Design, Fashion Communication

2008 – 2012

Languages & Awards

Languages English, Bengali, Hindi, German (A1)

Awards: Winner of 24hr Inter Security Design Challenge 2019 (AI Infra)