

SATADAL MAZUMDAR

Senior Product Designer, Design Systems

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PROFESSIONAL SUMMARY

Product designer with 5+ years across B2B and B2C SaaS, working from 0 to 1 strategy through to shipped product. Sole designer on a white-label community platform that grew from 10 to 3,000+ communities created, owning platform architecture, activation, multilingual expansion, AI features and the design system. A computer science graduate who works close to the code, treats the design system as a shared product with engineering, and builds side products to test ideas in public.

SKILLS

Product: Product strategy, Product thinking, Interaction design, 0 to 1 and scale-stage design, information architecture, and UI design, prototyping, accessibility, responsive web and mobile, B2B SaaS, AI product design.

Design systems: Design tokens, component architecture, theming and dark mode, governance, documentation, Figma and code parity, AI-assisted workflow optimizations

Research: User research, moderated usability testing, survey design, funnel and analytics review, synthesis and prioritisation.

Leadership: Cross-functional collaboration with engineering and founders, stakeholder alignment, design critique, mentoring.

Tools: Figma, Framer, Adobe Creative Suite, Jira. React, TypeScript, HTML and CSS, Existing design system, Storybook, Claude Code, Cursor.

PROFESSIONAL EXPERIENCE

Product Designer, Wylo Network

Jul 2023 to Present

Chennai, India, remote

- **Modular platform architecture.** Proposed and led the end-to-end redesign of the core platform around five independently toggleable modules, making modularity the product's competitive differentiator. The decision enabled a pricing model where a community starts with a single module at roughly one sixth the cost of the full bundle, contributing to a 4x increase in adoption.
- **International expansion.** Designed platform-wide multilingual infrastructure supporting 400+ non-English communities across Southeast Asia and Europe, with 90+ on higher-tier plans, delivering an 18% revenue lift.
- **Permissions system.** Rebuilt the permissions architecture for granular role and tag-based access control across all five modules, unlocking enterprise-grade customisation and a new category of higher-value client.
- **Onboarding and pricing.** Redesigned community setup with intent-based flows, a guided quickstart and a live pricing preview tied to module selection, cutting onboarding drop-off by 30%.
- **AI onboarding.** Introduced Orbit AI, which pre-seeds a community from a single prompt before first login, closing the imagination gap at the top of the funnel and lifting trial conversion from 25% to 40%.
- **Design system.** Moved the system from primitive to semantic tokens across the web app, mobile app and system in parallel: 37 components, 557 tokens and two themes, giving consistent UI across five modules and three platforms.
- **Mobile app.** Owned end-to-end design of the mobile app, now in beta, extending reach beyond the web platform.
- Core team member on the Product Hunt and AppSumo launches, supporting acquisition of 800+ communities within two months.

UX Designer, Wylo Network

Oct 2021 to Jun 2023

Remote

- **Build the B2B SaaS platform from scratch.** After the pivot from a B2C social network to a white-label community SaaS, defined the design vision, information architecture and interaction flows from zero, laying the foundation the current platform is built on.
- Led design of the main web application and the white-label offering, holding usability and brand consistency across every product surface.
- Built the initial design system covering both web and mobile, establishing the shared components, patterns and standards the product still builds on.
- **Wylo v1, B2C.** Helped grow the social product to 100,000 lifetime downloads across India, with mobile UX improvements contributing to a 25% increase in daily active users.

UX Design Intern, Wylo Network

Apr 2021 to Sep 2021

Remote

- Contributed to a full rebrand from the ground up, covering visual identity, digital presence and brand guidelines.
- Redesigned the company website, lifting app downloads by 40%, and worked with marketing to establish Wylo's community presence across channels.

Design Mentor, M.Des in UX Design and AI, CareerReactor

Oct 2025 to Present

Remote

- Mentoring M.Des. UX + AI students at O.P. Jindal Global University, Jindal School of Design and Architecture, under the mentorship of Prasad Kantamneni (UX Reactor).

UI and UX Designer, Apni Kaksha and Apna College

Jun 2021 to Apr 2022

Delhi, India

- Designed the MVP for a gamified coding platform, covering courses, contests, job applications and mentor scheduling, plus the super-admin and support workflows.
- Designed a mobile learning app for an online course platform serving 500,000+ JEE and NEET students.

Graphic Designer, Freelance

Nov 2018 to Dec 2020

Remote

- Delivered 30+ projects for international clients across brand identity, visual systems and digital creative.

PRODUCTS BUILT

Framerfy, Framer plugin

framerfy.ae

Turns a Shopify backend into flexible, dynamic ecommerce components that can be designed visually inside Framer.

OpenFlow, node-based AI workspace

openflowgen.netlify.app

Browser canvas for exploring, generating and connecting AI media workflows as a node graph.

Mockup Studio

mockup-station.vercel.app

Lightweight tool that turns interface designs into polished device mockups in a few clicks.

Design Sage AI, Figma plugin

figma.com/community

AI assistant for writing, ideation and everyday design workflows inside Figma. Used by 7,200+ designers.

SELECTED CASE STUDIES

Scaling Wylo from 10 to 3,000+ communities

satadalux.com/wylo-case-study-1

Platform strategy, modular architecture, activation and growth.

Rebuilding the Wylo design system

satadalux.com/wylo-case-study-2

Code-first system with tokens, components and Figma parity, cutting implementation time from 3 days to 1.5 days.

Separating friction from failure, CareerReactor

satadalux.com/careerreactor-uxr

Mixed-method study across 9 moderated sessions and 191 survey responses that isolated a 94.7% funnel drop at registration despite a 9.7 NPS.

EDUCATION

Bachelor of Technology, Computer Science and Engineering

2019 to 2023

Bengal College of Engineering and Technology, MAKAUT, West Bengal, India. CGPA 8.74 out of 10.

CERTIFICATIONS

Interaction and Visual Design Certification

CareerReactor, 2023

Interaction patterns, visual hierarchy, typography and interface craft, assessed through applied project work.

Pragmatic Research Certification

CareerReactor, 2024

Study design, moderated usability testing, survey methodology, synthesis and reporting.