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[Portfolio](#) · [My Design Attaché](#)

India · Open to Relocation

PRODUCT

- Product Strategy
- Product Discovery
- UX Strategy
- Customer Journey Mapping
- Information Architecture
- Design Thinking
- Feature Prioritization
- Product Roadmapping

UX & RESEARCH

- User Research
- UX Audits
- Wireframing
- Interaction Design
- Visual Design
- Design Systems
- Accessibility (WCAG)
- Usability Testing

TOOLS

DESIGN

- Figma
- Sketch
- Adobe Suite
- Blender
- Framer
- Miro
- Invision

RESEARCH

- Dovetail
- Maze
- Pendo
- Marvel
- Wave

AI TOOLS

- OpenAI
- Azure RP
- UX Pilot
- Lovable
- Make



MY DESIGN ATTACHÉ

Sandipan Das

Lead Product Designer · Enterprise SaaS · AI Products · UX Strategy · Design Leadership

EXPERIENCE 10+ Years	INDUSTRIES 8+	SCOPE Enterprise SaaS/ B2B/ B2C	EXPERTISE End-to-End Product Strategy
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ABOUT ME

Lead Product Designer with 10+ years shaping enterprise SaaS and AI products that simplify complex business workflows. Operates at the intersection of product strategy, user needs and engineering constraints—translating ambiguity into scalable, measurable outcomes. Leads beyond the screen: setting UX direction, establishing design operations and systems, and elevating design maturity across organizations. Currently directs UX for Deutsche Telekom enterprise platforms, partnering with product, engineering and business leadership to accelerate delivery and standardize quality at scale.

EXPERIENCE

- Senior Chapter Lead – Product Design T-Systems

May 2023 - Present

E2E Telecom Infrastructure Management · Deutsche Telekom

- Leading end-to-end UX strategy for multiple enterprise products — Telecom Order/Planning and Martech AI (Market Intelligence)
 - Establishing scalable Design Systems and Design-to-Dev best practices across teams
 - Managing Design Operations across concurrent projects ensuring consistency and efficiency
 - Accessibility design reviews (WCAG), design workshops and junior designer mentoring

THE IMPACT

- Enhanced user productivity and satisfaction through improved UX
 - Reduced design iteration cycles by 25% via streamlined processes
 - Achieved consistent branding across products, boosting engagement
- UX Design Lead Encora

July 2022 - May 2023

Regulatory Compliance & Digital Transformation

- Built Food Import/Export Compliance Management Application for RegistrarCorp
 - Designed Design System for Appian No-Code/Low-Code Platform
 - Conducted moderated and remote usability testing throughout delivery

THE IMPACT

- Increased stakeholder confidence and customer retention
 - Significant uptick in future feature addition plans
- UX Design Manager DemandFarm

June 2021 - June 2022

CRM · Salesforce & Web App for Key Account Managers

- Led design team building CRM for Salesforce and independent web app for key account managers
 - Created business strategies with Product Team; defined information architecture with Design Team
 - Conducted client interviews via Customer Success Team; redesigned product webpage for cross/up-sell

- Increased customer retention and renewals
 - Reduced design iteration cycles



LEADERSHIP

- Design Leadership
- Stakeholder Management
- Workshop Facilitation
- Design Operations
- Team Mentoring
- Cross-functional Collaboration

AI & MODERN DESIGN

- AI-assisted Design
- Prompt Engineering
- UX Pilot
- Azure AI
- OpenAI
- Lovable
- Make

EDUCATION

- Master of Design**
National Institute of Design
2014 – 2016
- Bachelor of Design**
National Institute of Fashion Technology
2009 – 2013

CERTIFICATIONS

- Certified Web Professional – Web Accessibility Specialist (CWP)
- Certified Usability Tester · Interaction Design Foundation



MY DESIGN ATTACHÉ

EXPERIENCE (CONTINUED)

- UX Design Strategist

Tata Consultancy Services

Healthcare & Insurance · Johnson & Johnson, MetLife

Sept 2019 – June 2021

 - Designed Medical and Insurance web products — stakeholder interviews, heuristic analysis, IA
 - Delivered wireframing, visual design and usability testing for enterprise-scale products
- Senior UX Designer

HCL Technologies (Hindustan Computers Ltd)

Banking & Cybersecurity · Deutsche Bank, Symantec

June 2016 – August 2019

 - Designed Banking and Security web products — heuristic analysis, information architecture
 - Delivered wireframing, interaction design, visual design and usability testing

SELECTED ENTERPRISE PROJECTS

ENTERPRISE

Telecom Rollout Management

End-to-end rollout operations, approvals and execution across multiple stakeholders for Deutsche Telekom.

ENTERPRISE

Telecom Data Center Device Planning

Order Management System used by Telecom Data Center Planners to Digitally Plan required Devices for the Data Center Engineers to work on.

CRM

Salesforce Key Account CRM

Enterprise CRM improving account planning and relationship management workflows on Salesforce.

REGULATORY

Food Compliance Platform

Regulatory workflow platform for food import/export compliance — built for RegistrarCorp.

USER RESEARCH

Remote Usability Testing

Testing and Insight generation for Charging Infrastructure App for EVs.

LEADERSHIP HIGHLIGHTS

- Led UX across multiple concurrent enterprise products
- Mentored junior designers, raised team standards
- Established Design Systems across portfolios
- Facilitated design thinking workshops
- Collaborated with Product Owners & Engineering leads
- Championed WCAG accessibility-first practices

INDUSTRIES SERVED

- Telecom
- CRM / SaaS
- Martech
- Healthcare
- Banking
- Compliance
- Insurance