

ARNAB ROY
Senior UX Designer / Product Designer

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Portfolio: <https://arnabroy.me>

PROFESSIONAL SUMMARY

UX/Product Designer with 4+ years in UX and product design and 5.8+ years of overall professional experience across enterprise SaaS, healthcare platforms, dashboards, task management, and internal business tools. Experienced in translating ambiguous business requirements into information architecture, user flows, journey maps, wireframes, high-fidelity UI, prototypes, and developer-ready handoffs. Strong background in stakeholder communication, visual design, design thinking, usability testing, and simplifying complex workflows for web and mobile products.

CORE SKILLS

Product Design, UX Research, User Interviews, User Flows, Journey Mapping, Information Architecture, Wireframing, Prototyping, High-Fidelity UI Design, Design Systems, Visual Design, Interaction Design, Usability Testing, Enterprise UX, SaaS Dashboards, Mobile UX, Responsive Web Design, Stakeholder Management, Agile Collaboration, Developer Handoff, Requirement Translation, Client Presentations

DESIGN & AI TOOLS

Product Design & Prototyping: Figma, FigJam, Framer, Adobe XD, Axure, Balsamiq, InVision

Visual & Brand Design: Adobe Illustrator, Adobe Photoshop

AI-Assisted Workflows: ChatGPT, Google Stitch, Google Flow (Veo); Microsoft Office for documentation and presentations

PROFESSIONAL EXPERIENCE

Senior Consultant of Design / Associate Consultant of Design | B-Informative IT Services Pvt. Ltd. (BIITS) | Bengaluru, India | March 2023 – September 2026

- Design enterprise-grade web and mobile products across healthcare, HR, finance, expense management, performance review, timesheets, helpdesk, onboarding/offboarding, admin controls, and role-based workflows.
- Translate business, functional, and data requirements into product flows, sitemaps, wireframes, dashboards, prototypes, and handoff-ready UI screens for development teams.
- Collaborate directly with clients, leadership, functional teams, and developers to clarify requirements, validate logic, review iterations, and improve usability before implementation.
- Create dashboards and complex admin experiences for multiple user roles including patients, doctors, administrators, employees, managers, finance teams, and super admins.
- Support product branding, pitch decks, visual communication, design documentation, corporate presentations, and client-facing assets while maintaining design consistency.
- Simplify complex workflows into clear modular experiences, helping users complete tasks with fewer decisions, cleaner navigation, and stronger operational clarity.

Product Design Intern | Diaetto Wellness Pvt. Ltd. | Feb 2022 - Aug 2022

- Conducted user research and competitive analysis for Slikk, a task management SaaS platform for web and mobile users.
- Created end-to-end user flows, wireframes, prototypes, and visual layouts for the product experience and promotional website.
- Worked with clients and developers to balance user needs, management goals, technical feasibility, and product usability.

Business Development Executive | MobiGnosis | Sep 2018 - Sep 2020

- Handled corporate and retail technical training operations, including lead generation, proposals, batch coordination, customer communication, payments, and basic finance tracking.
- Supported social media and training coordination activities, including end-to-end support for the UX design training division.
- Built a strong foundation in client communication, requirement gathering, presentation, and stakeholder management.

Customer Support Executive | Hipower Support Center | Aug 2017 - May 2018

- Resolved customer support issues for a gaming firm and handled compensation, communication, and service fulfillment processes.
- Developed practical experience in user empathy, issue triage, customer communication, and service recovery.

SELECTED PROJECTS

OneView Enterprise Suite | Enterprise SaaS

Designed modular enterprise workflows for HR onboarding/offboarding, expense reimbursement, performance tracking, timesheets, helpdesk ticketing, accounting, role management, and admin configuration.

Cancer Unwired | Healthcare SaaS

Designed patient, doctor, and administrator experiences for a cancer-focused online appointment platform, including wireframes, visual layouts, logo concepts, and pitch deck support.

RucJA | Medical SaaS

Designed web application flows for a recommendation engine and online patient records platform aimed at doctors and medical experts.

HireQED | SaaS / Hiring Platform

Designed a portal for freelancers, job opportunities, personnel suppliers, and project resource matching.

TARBA | Medical SaaS / Internal Tool

Designed internal admin workflows for custom medical forms, gene data reports, and nutraceutical recommendation outputs based on patient input data.

Treatment.Hospital | Medical Tourism SaaS

Designed platform flows for patients seeking treatment assistance across countries, including admin and sub-admin experiences.

Slikk | Task Management SaaS

Designed web and mobile user flows, visual layouts, promotional graphics, and presentation assets for a digital wellness and productivity product.

CERTIFICATIONS

- User Experience: The Beginner's Guide - Interaction Design Foundation, Distinction, 2020
- Design Thinking: The Beginner's Guide - Interaction Design Foundation, Distinction, 2020
- Become a UX Designer from Scratch - Interaction Design Foundation, Distinction, 2020
- Mobile User Experience Design - Interaction Design Foundation, Distinction, 2020

EDUCATION

- MBA in Marketing - ISBR Bangalore, Mysore University | 2015 - 2017
- Bachelor's in Hospitality Management - NSHM, Durgapur, WBUT | 2010 - 2014

LANGUAGES

English, Bengali, Hindi