
Saswata Rakshit

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Senior Product Designer | B2B SaaS | Enterprise Analytics Platforms

Senior Product Designer with 9+ years of experience designing enterprise SaaS and analytics platforms. Expert in product discovery, UX strategy, and scalable design systems. Drives measurable improvements in adoption, efficiency, and business performance through data-informed, KPI-aligned design decisions and cross-functional collaboration.

WORK EXPERIENCE

QSC India • Bangalore

Dec 2024 - Present

Senior Product Designer

- Owned end-to-end UX strategy for a cloud-based B2B SaaS AV analytics platform serving enterprise IT and facilities teams across 1,000+ managed devices.
- Reduced analysis time by 30% by restructuring information architecture and implementing progressive disclosure in complex dashboards.
- Improved data accessibility by 40% through optimized data visualization and contextual filtering.
- Conducted user interviews and usability testing cycles, reducing workflow friction and improving task completion efficiency by 25%.
- Built and governed a scalable design system in Figma (50+ reusable components), improving cross-team consistency and reducing design-dev gaps.
- Introduced AI-assisted design workflows, accelerating early-stage prototyping time by 20%.

Lowe's India • Bangalore

Apr 2019 - Dec 2024

Senior UX/UI Designer (Products & Analytics)

- Led UX design for supply chain and fulfillment analytics tools used across U.S. retail operations, contributing to over 5 major product launches.
- Increased store performance visibility by 28% through redesigned analytics dashboards and optimized user flows.
- Achieved 90% usability satisfaction scores by conducting A/B testing, heuristic evaluations, and iterative prototyping.
- Reduced feature adoption barriers by 25% by embedding user research, persona mapping, and journey mapping into product discovery.
- Improved developer handoff efficiency by 30% through structured design documentation and component-based design systems.
- Mentored 3 designers, strengthening UX maturity and improving cross-functional collaboration within Agile/Scrum environments.

Accenture India • Bangalore

May 2016 - Apr 2019

Frontend Developer (UX Focused)

- Developed responsive enterprise applications using React.js, JavaScript, HTML5, and CSS3, supporting large-scale business systems.

- Contributed to component-based architecture and micro-frontend modules, improving code reusability and deployment efficiency.

SKILLS

- **Product & UX Design:** Accessibility (WCAG), AI-Assisted Design, Dashboard Design, Data Visualization, Design Systems, Enterprise UX, Inclusive Design, Information Architecture, Interaction Design, Journey Mapping, Prototyping, Usability Testing, User Research, UX Strategy, Wireframing
- **Tools & Analytics:** Adobe XD, Confluence, Figma, Google Analytics, Illustrator, Jira, Miro, Pendo, Photoshop, Sketch, Storybook, Zeplin
- **Collaboration & Leadership:** Agile Facilitation, Cross-functional Leadership, Data-driven Decision Making, Design System Governance, Design Workshops, Developer Handoff, Lean UX, Mentorship, Product Discovery, Roadmapping, Stakeholder Alignment
- **Technical Collaboration:** Component Libraries, CSS3, HTML5, JavaScript, Micro-frontend Architecture, React.js, Storybook

EDUCATION

Post Graduate Diploma – UX/UI Design & Research

University of Texas, Austin • Austin, Texas

Jan 2024

Bachelor of Engineering

Kalinga Institute of Industrial Technology, Bhubaneswar • Bhubaneswar

Jan 2012 - Jan 2016

ACHIEVEMENTS

QSC India

- Established structured UX processes as the first designer at QSC India, introducing requirement gathering, customer interviews, and usability testing to elevate UX maturity.
- Implemented Jira-based story tracking and sprint-ahead UX documentation, reducing design-development gaps by 60% and improving delivery predictability.
- Fostered a research-driven design culture by integrating user feedback from clickable prototypes into the product cycle, boosting feature adoption by 25% and strengthening UX maturity organization-wide.
- Integrated AI tools (Figma Make & Claude AI) into the design thinking process, training them with the design system to accelerate early-stage ideation.