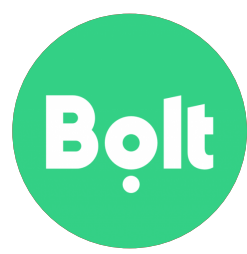


Shatabdi Biswas

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shatabdibiswas@live.in
Berlin, Germany

Hello there, I am a Product Designer

who keeps the user in heart and the business in mind. I am a bold problem finder and a solver, who blends research and design together to create meaningful, usable, simple and delightful products.
I have an experience of 7+ yrs As a designer in multiple industries.



Bolt

Senior Product Designer,
July 2022-Dec 2023

- Led the design of diverse features on the Bolt Micromobility consumer app for iOS and Android, contributing to enhanced user engagement and business growth:
- Spearheaded parking initiatives, introducing Park Assist, VPS, and Charging docks to induce better parking habits and parking awareness, addressing highly complex use-cases across multiple cities. Results include correct scooter parking rate of 97.2% in Brussels and scaled to all major cities.
- Successfully launched Group Rides, resulting in a +7.87% GMV uplift. collaborated with research in User testing to ensure maximum valuable product in first test launch.
- Implemented a penalty and fine system, highlighting transparent communication between city enforcement and users.
- Introduced an onboarding experience for new and returning users, aiming to educate users comprehensively on rules and behaviours for an improved riding experience.
- Achieved an uplift in pass consumption among power users through the introduction of targeted passes and experiments.
- Developed in-app communication strategies for pricing, enhancing user understanding and engagement.
- Played a key role in supporting tenders to cities, contributing vision proposals that secured tender wins in Milan for three consecutive years.
- Collaborated with brand team to introduce education materials on safe riding behaviours and implications resulting in improved riding behaviours among users.



Delivery Hero

Product Designer,
Sep 2019-March 2022

- Led designs and experience for multiple features on iOS, Android and web. Worked with cross-functional teams at Delivery Hero while being the core designer for Cross-selling squad simultaneously throughout my tenure, delivering thoughtful, insight-led design solutions and iterations driven by data experiments .
- Leading product strategy and UX for an entire no-code web platform based on Server Driven UI for Delivery Hero's engineering and product team from zero to one.
- Successfully launched MVP for Search auto suggestions, Favorites from scratch for iOS, Android and web
- Motion design enthusiast, part of the motion guild, discovering and solving problems and opportunities with motion experiences: helped launch Skeleton loader for iOS and Android to make perceived wait/load time experience on Food panda better.
- Driving vision, and strategy for design in partnership with Data, Product, and Engineering.
- Measuring success and iteration via an experiment-driven approach to validate the hypotheses or impact of the work.

Work and internship experiences in India



Shuttl



Roundglass



Paytm



Microsoft



IBM



Teach for India

SKILLS

Design:

Design Strategy, Vision Documentations, User flow, Concept Vision, Sketches, Prototyping, Wire-framing and mock-ups, UI and Visual Design, Design System, Motion Design, Data Visualization, Workshop facilitation

Research:

Diary study, Informal user surveys, Usability Testing, Data Analysis, User Testing, A/B testing, Heuristic Evaluation

Communication:

Business and Product Strategy, Stakeholder Alignments, Insight generation, Story boarding,

TOOLS

Figma | Miro | Protopie | Illustrator | Photoshop | After Effects



National Institute of Design

M. Design, Information Design, Bangalore
2013-2015



National Institute of Fashion Technology

B. Design, Fashion Communication, Bangalore
2008 - 2012