

Anushree Dey

Lead User Experience Designer

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Mobile: +91-8527064649

Location: Assam, India

Professional Summary

Experienced Lead Product & User Experience Designer with a strong track record of delivering innovative digital solutions across enterprise, technology, healthcare, and aerospace sectors. Skilled in leading the design process through all phases of product development, from research and ideation to execution. Expert in design systems, user research, and leveraging emerging technologies such as GenAI and machine learning to craft optimum product experience. Known for translating complex business needs into intuitive, scalable products and for fostering cross-functional collaboration and a culture of design excellence.

Core Skills & Competencies

Product Design Leadership; Design Strategy & Ideation; User Research and Usability Testing; Legacy-to-Cloud Product Transformation; AI & GenAI Integration; Design Systems & Visual Design; Accessibility & Inclusive Design; Cross-functional Collaboration; Agile Project Delivery; Mentoring and Design Evangelism; Stakeholder Management; Prototyping & Interaction Design in Figma

Work Experience

Informatica (Acquired by Salesforce), India (October 2020 - Present)

Lead User Experience Designer, Master Data Management

- Led design for Informatica's MDM enterprise products, collaborating from discovery to delivery to align with business and customer needs.
- Collaborated with the product architecture team and backend engineering teams to define key workflows that were crucial for superior product experiences.
- Defined the design strategy and details for the transition of legacy on-premises solutions to the cloud, enhancing accessibility and performance for enterprise clients.
- Designed and implemented new features that expanded the product scope and addressed evolving business requirements, helping the MDM products maintain Gartner market leader status.
- Led the design collaboration process for multiple innovation projects with engineering through POCs.
- Pioneered GenAI copilot integration in data management workflows. Led the integration of AI into core data management services for the market leading products.
- Developed and evolved design systems for cohesive cross-product experiences.
- Executed comprehensive user research strategies, validating business use cases and driving innovation through customer feedback.
- Mentored designers and evangelised best practices within multidisciplinary teams.

Honeywell, Bangalore (October 2019 - October 2020)

User Experience Designer II, Aerospace

- Designed digital services using Blockchain and Explainable AI for aerospace applications.
- Conducted user research and co-creation workshops with domain experts and stakeholders.
- Led design for cockpit and aircraft management systems, focusing on usability and safety.
- Defined product strategy and collaborated globally on feature design and visualisation.

Philips Healthcare, Bangalore (May 2018 - October 2019)

User Experience Designer (Contract), Health Care

- Led design for healthcare digital services in collaboration with technical teams and global stakeholders.
- Supported feature prototyping, detailed design, and visualisation for product enhancements.

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IMDD, New Delhi (July 2015 - July 2016)

Architecture, Space Design, Communication Design, Interaction Design

- Designed digital services, product concepts, and brand identities
- Designed interactions for kiosks and electronic booths.
- Delivered end-to-end design for digital and physical spaces, including architecture and interiors.

Consultancy & Freelance January 2015 - December 2021

Service Design, Communication Design, Space Design

- Designed digital services, product concepts, and brand identities for startups and businesses.
- Delivered end-to-end design for digital and physical spaces, including architecture and interiors.

Education

M.Des in Design Innovation

The Glasgow School of Art, Scotland, U.K.

Design Innovation, Environmental Design, Service Design

B.Arch in Architecture

Nagpur University, Nagpur, India

Building Architecture

Portfolio

<https://www.anushreedey.com/>

Portfolio Password: [Available Upon Request]

Linkedin

<https://www.linkedin.com/in/anushree-dey-73084559/>

Keywords for ATS Optimisation

Product Design, User Experience, UX, UI, Design Strategy, Design Systems, User Research, GenAI, AI, Blockchain, Accessibility, Figma, Sketch, Agile, Enterprise Software, Cloud Transformation, Legacy Product Migration, Healthcare, Aerospace, Digital Services, Stakeholder Management, Mentoring, Prototyping, Innovation, Design Thinking, Usability, Cross-functional Collaboration