

Partha Pratim Roy

Product Design Leader | Design Strategy | Product Innovation | People & Team Leadership

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Driving product design strategy, innovation, and organizational impact with **over 15 years** of experience, targeting a senior leadership role to lead high-performing teams, shape product experiences, and deliver measurable customer and business value.

AREAS OF EXPERTISE

Product Design Leadership

Product Strategy & Roadmapping

Design Vision & Direction

Experience Strategy

Design Organization & Team Scaling

People Leadership & Talent Development

Design Operations & Governance

Design Systems & Standards

Cross-Functional Leadership

Executive Stakeholder Management

Business & Product Alignment

Product Innovation & Transformation

Customer Experience Strategy

Design Quality Management

Strategic Problem Solving

SKILLS

UX/UI Design: Interaction Design, Visual Design, Information Architecture, Prototyping

UX Research: User Research, Interviews, Usability Testing, Contextual Inquiry, Qualitative & Quantitative Research, Research Synthesis, Personas, Journey Mapping

Motion & Visual Design: 3D Animation, Motion Design, Visual Effects, Sound Effects, Stereoscopy

Product Design Delivery: Agile Framework

TOOLS

Design: Figma, Adobe XD, ProtoPie, Adobe Creative Suite

3D & Visual Effects: Autodesk Maya, 3ds Max, V-Ray

Product Delivery: JIRA, Azure DevOps

EXECUTIVE SUMMARY

Product Design Leader with rich experience in Product Design, UX/UI, Design Strategy, UX Research, Innovation and Human-Centered Design across AI, mobile, web, TV, smart devices, XR and consumer products at Jio Platforms and Samsung Electronics.

Strategic Design & People Leader with experience in leading and mentoring 10+ designers, setting design direction and quality standards, developing talent, strengthening design culture and delivering user-centric experiences.

End-to-End Product Design Expert, covering discovery, research, interviews, usability testing, contextual inquiry, research synthesis, empathy/journey mapping, ideation, Design Thinking, Information Architecture, Interaction & Visual Design, prototyping, validation and concept-to-launch delivery.

Product Strategy & Innovation Partner, translating customer needs, business goals, technology opportunities and market trends into experience strategies, product concepts, design priorities and scalable solutions while influencing product roadmaps and decisions.

AI & Innovation Leader who led an AI-powered smart wearable/spectacle from concept to launch at Jio Platforms, integrating AI experiences, human-centered design, research, strategy and execution.

Cross-Functional Stakeholder Partner, collaborating with Product, Engineering, Business, Research and leadership teams through design reviews, UX seminars and workshops focused on empathy, user pain points, innovation and emerging trends.

Design Excellence Champion, driving knowledge sharing and design practices to strengthen collaboration, design quality, team capabilities, design culture and product delivery.

NOTABLE ACCOMPLISHMENTS

Product Strategy & Design Direction: Shaped product direction and experience strategy by balancing customer needs, business priorities, technology opportunities, and design vision.

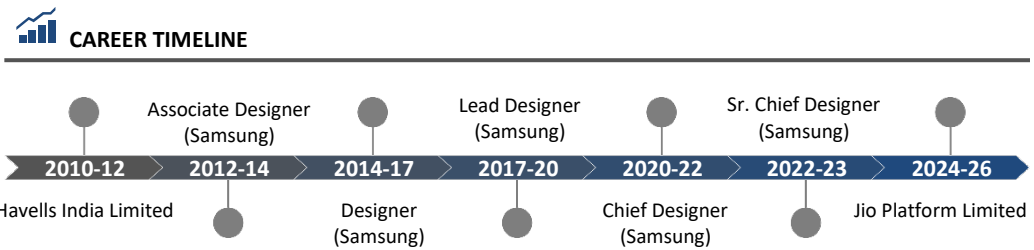
End-to-End Product Leadership: Led design across the product lifecycle from conceptualization, research, and ideation through validation, execution, and product launch.

Product Innovation: Translated emerging technologies, AI opportunities, and customer needs into innovative product concepts and differentiated experiences.

Experience Vision: Established cohesive experience directions across complex digital products, connecting features and user journeys to a unified product vision.

Design Excellence: Elevated design quality through strategic reviews, design principles, constructive feedback, and consistent quality standards.

Customer & Business Alignment: Connected customer insights and business objectives with design decisions to strengthen product value and experience outcomes.



WORK EXPERIENCE

Mar'24 – Aug'26 | DGM | Jio Platform Limited, Navi Mumbai
(Product Design, UX/UI, XR, AI-Powered Apps, People Management)

Key Result Areas:

Spearheaded end-to-end Product Design and UX strategy for AI-powered digital and immersive experiences from concept to delivery.

Uncovered user needs, behaviors and pain points through UX Research to guide product decisions.

Led User Interviews, Usability Testing and Contextual Inquiry to validate concepts & improve experiences

Translated research into Personas, Journey Maps and Experience Recommendations.



INTERPERSONAL SKILLS

Visionary

Design Thinker

Innovation Driven

Collaborative Leader

Team Enabler



CERTIFICATIONS

- Stepping Up: Leading Others | Queen Mary University of London
- Agile Project Management Certification | Project Management Institute (PMI)
- UX Design Certification | Google
- HCI Certification | BITS Pilani
- Design Thinking Certification | LinkedIn
- CUA Certification – Application Design | Human Factors International
- 3D Animation & Visual Effects | Frameboxx | 2-Year Certification | Grade: A



PROJECTS UNDERTAKEN

- JioFrames AI – Current Project (B2C)
- New Concept Design (Product Feature)
- Data Visualization Dashboard (B2B/B2C)
- Mobile & TV Application Design (B2C)
- Digital Appliance App Design (B2C)
- Branding & Identity (B2C)



EDUCATION



BBA
Amity University | Grade: A



LANGUAGE

- Language Known:** English, Hindi, Bengali and Assamese

- Shaped product strategy and roadmaps with Product, Engineering and Business stakeholders.
- Directed and mentored cross-functional design teams, driving Design Excellence, capability building and delivery.
- Prioritized design initiatives against product goals, user needs and delivery requirements.

Highlights:

- Led design reviews to align stakeholders and drive informed design decisions.
- Evolved concepts into viable products through iterative Human-Centered Design and validation.
- Embedded Human-Centered Design into Agile product development and delivery.
- Strengthened team capability through mentoring, feedback, knowledge sharing & individual development.
- Fostered a user-focused Design Culture across design and product teams.

May'12 – Oct'23 | Samsung Electronics Pvt. Ltd., Noida

Key Result Areas:

- Led UX Research and Usability Evaluation across mobile, web and TV applications to identify user needs and opportunities.
- Converted user insights into UX Strategy, Interaction Models and Design Improvements across consumer products.
- Shaped new product concepts and features through Product Innovation and User-Centered Design.
- Used user validation and Cross-Functional Collaboration to strengthen product experiences.
- Applied Design Thinking to solve complex product challenges and develop user-centered solutions.

Highlights:

- Delivered research-backed design solutions across large-scale consumer products and digital experiences.
- Contributed to Samsung Innovation Lab initiatives supporting design innovation programs at IITs.
- Identified opportunities for next-generation products through emerging experience trends.
- Advanced design knowledge sharing through methods, concepts and emerging practices.

Mar'10 – Apr'12 | Sr. Executive (Visualiser & Motion Artist) | Havells India Limited, Noida

Key Result Areas:

- Executed Visual Design and Marketing Communication for the MarCom division, covering product demonstration videos, packaging graphics, banners, mailers and website assets.
- Created product visualizations and motion content to support product communication and marketing initiatives.

Highlights:

- Conceptualized visual treatments to strengthen product presentation across marketing materials.
- Maintained consistent Brand Communication across formats and channels.
- Enhanced product storytelling through visual design, motion and product-focused content.



AWARDS & RECOGNITIONS



Path-Breaking Award |
Samsung Hackathon



**Great Workplace
Champion Award** |
Samsung



National Winner |
Doodle Design Contest



**Organizational
Recognition** | Samsung
Innovation Lab Design at
IITs