

Partha Pratim Roy

PRODUCT DESIGNER - UX/UI

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Portfolio: www.thinkingpixels.com

ACADEMIC BACKGROUND

Stepping Up: Leading Others

Queen Mary University of London

Agile Project Management Certification

Project Management Institute

UX Design Certification

Google

HCI Certification

BITS, Pilani

Design Thinking Certification

LinkedIn

CUA Certification (Application Design)

Human Factor International

3D Animation & Visual Effects

Frameboxx | 2 Years Certification | Grade: A

BBA / BMS

Amity University | Grade: A

SKILLS

- UX Research, Research Synthesis
- User Interviews, Usability Testing
- Qualitative & Quantitative Research
- Contextual Inquiry
- Persona Development
- Journey Mapping
- Information Architecture
- Visual Interaction Design, Animation, SFX

TOOLS

- Adobe XD, Figma, Protopie
- Adobe creative suite
- Autodesk Maya, 3DMax, V-Ray
- JIRA, Azure Dev Ops

PROJECTS

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

AWARDS & ACHIEVEMENTS

- Path breaking Award for Hackathon in Samsung.
- Great Work Place Champion Award in Samsung.
- Doodle Design contest winner across India
- Received appreciation at organisation Level for "Samsung Innovation Lab" design in IIT's.

PERSONAL INTERESTS

- Mentor other designers
- Drawing, Painting & Photography
- Gardening, Cooking, & Reading

LANGUAGE

- English
- Hindi
- Bengali
- Assamese

DESIGN HISTORY

• DGM | Sr. Design Manager

Product Design, UX/UI, XR, AI - Powered Apps, People Management

Jio Platform Limited | Navi Mumbai

2024 Mar - Till Date

- UX Researcher and Product Design Leader with 15+ years of experience delivering user-centered insights across AI-powered, mobile, web, and immersive platforms.
- Led user research initiatives to identify user needs, behaviours, and pain points for data-driven product decisions.
- Conducted user interviews, usability testing, and contextual inquiry to validate design solutions.
- Synthesized research findings into personas, journey maps, and actionable insights to improve user experience.
- Collaborated with Product, Engineering, and Business teams to define strategy, roadmap, and user-centric solutions.
- Led and mentored cross-functional design teams, established research best practices, managed stakeholder expectations, and integrated research into Agile product development to deliver scalable user experiences.

• SR. CHIEF DESIGNER - 2022 Jan - 2023 Oct

• CHIEF DESIGNER - 2020 Jan - 2022 Jan

• LEAD DESIGNER - 2017 Jan - 2020 Jan

• DESIGNER - 2014 Jan - 2017 Jan

• ASSOCIATE DESIGNER - 2012 May - 2014 Jan

Samsung Electronics Pvt. Ltd. | Noida

May 2012 – 2023 October

- Conducted user research and usability evaluations for mobile, web, and TV applications
- Translated user insights into UX strategies, interaction models, and design improvements
- Led research-driven concept development for new product features
- Collaborated with cross-functional teams to validate design decisions through user feedback
- Applied design thinking methodologies to solve complex user experience challenges

Key Contributions:

- Delivered research-backed design solutions for large-scale consumer products
- Contributed to innovation initiatives including Samsung Innovation Labs (IITs) design

• SR. EXECUTIVE

Visualiser & Motion Artist

Havells India Limited | Noida

March 2010 – April 2012

- Gathered user and stakeholder requirements to inform visual design solutions
- Applied user-centered design principles in product visualization and communication
- Conducted iterative feedback and testing to refine design outputs