
SOUMYAJIT CHAKRABORTY

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Senior Manager Experience Design | Salesforce

SUMMARY

Seasoned product designer, known for leading high-profile design initiatives across renowned platforms like Microsoft and Salesforce. Recognized for strategic leadership that drives significant metric improvements and product innovation. Exceptional at fostering cross-functional collaboration and influencing executive decisions to transform visions into impactful design strategies.

AWARDS

WEBAWARD

2016 Webaward for outstanding achievement

<http://www.webaward.org/winner.asp?eid=33102#.We-1142iCw2y>

DMA AWARDS

Our Design for Taj Group of Hotels wins a Silver Medal Award at #CREATEFFE

AWWARDS

Taj design is on Awwward

<https://www.awwwards.com/sites/reimagining-guest-experience-for-taj-hotels>

Microsoft

Excellence Award
FY-17-Q3

EXPERIENCE

Senior Manager UX Design

Salesforce | NOV '21 - Current

- **Built and Led a High-Performing Design Team** – Successfully managed and mentored a team of 8 experienced designers, fostering a culture of innovation and collaboration.
- **Enhanced User Satisfaction Through Research & Testing** – Implemented a user-centric design approach, leveraging extensive research and iterative testing to improve product experiences.
- **Revamped Sales Engineering Tools** – Led the redesign and enhancement of tools for Sales Engineers, improving their ability to create compelling and effective client demos.
- **Delivered Impactful Design Solutions** – Oversaw the end-to-end design process, ensuring seamless execution from ideation to implementation while driving business objectives.
- **Aligned Design Strategy with Business Goals** – Ensured all design efforts contributed to strategic company objectives, enhancing engagement and product adoption.

Manager Experience Design

Target Corp | DEC '18 - NOV '21

- **Led & Managed a High-Performing Team** – Directed a team of 10 designers and researchers, overseeing a diverse portfolio of enterprise products.
- **Drove Organizational Transformation** – Played a key role in transitioning the company from retail to technology, ensuring a seamless shift in design strategy.
- **Ensured Deliverable Excellence & Issue Resolution** – Managed project deliverables, handled escalations, and recruited top design talent to strengthen the team.
- **Elevated UX Maturity** – Advocated for research and user testing across

EDUCATION

Indian College of Arts
and Draftsmanship

**Bachelor of Visual
Communication**

1997 - 2002

cross-functional teams, embedding UX best practices into the company culture.

- **Integrated Research into Development** – Implemented a **design sprint plan**, reducing iterations and enhancing user-centricity in product development.
- **Conducted Product Audits for Optimization** – Devised and executed an **audit plan** to identify and address gaps in existing products, increasing their value for end users.

Manager Experience Design

Microsoft | MAY '16 - OCT '18

- **Led a Global Design Team** – Managed a geographically dispersed team of 5 designers, ensuring seamless collaboration and high-quality design execution.
- **Successfully Launched a Flagship HR Product** – Led the design and shipment of the **MVP of Microsoft Dynamics 365 Talent**, which evolved into **Dynamics 365 Human Resources**.
- **Optimized the Recruitment Process** – Designed smart HR features that streamlined recruitment, including seamless integration with LinkedIn and candidate management tools.
- **Managed Key HR Modules** – Oversaw the design and development of critical features, including **offer management, candidate experience, and referrals**.
- **Owned the Full Product Lifecycle** – Led efforts from **discovery and analysis to design, implementation, and testing**, ensuring a user-centric and high-impact product.
- **Defined Design Standards & Strategy** – Established **design paradigms and interaction patterns**, shaped the product roadmap, and prioritized features for maximum impact.
- **Mentored & Fostered Collaboration** – Provided guidance to both team members and cross-functional partners, creating a **high-performing and collaborative environment**.

Senior Art Director

Sapient Nitro | JUNE '14 - APRIL '16

- **Led & Managed a High-Impact Design Team** – Oversaw a team of 7-8 designers, successfully delivering critical projects that strengthened Sapient's presence in the Indian market.
- **Delivered Key Projects for Top Brands** – Led the design and execution of corporate websites for **Taj Hotels, Ather Energy, and Godrej, enhancing brand presence and digital engagement**.
- **Drove Innovation & Thought Leadership** – Played a key role in **Sapient's innovation labs**, contributing to **RFPs, POCs, and UX effort estimation** to drive business growth.
- **Facilitated Client Workshops & Strategy Planning** – Conducted **workshops with clients** to define problem statements, scope projects, and plan UX delivery, ensuring successful execution.
- **Showcased UX Expertise in Client Engagements** – Participated in client demos alongside the leadership team, presenting design solutions and strategies to key stakeholders.

UX Architect

Infosys | OCT '08 - May '14

- **Progressed from UX Lead to UX Architect** – Earned a promotion by demonstrating strong leadership and design expertise.

- **Led & Mentored a Team** – Oversaw and guided a team of junior designers, fostering their growth and enhancing design quality.
- **Optimized Infosys.com for Better Usability** – Conducted meticulous **A/B testing** to refine every detail, significantly improving user experience.
- **Delivered Impactful Global Design Solutions** – Proposed and implemented **effective UX solutions** for clients across diverse geographies.

UX Lead

Unisys | Jan '07 - Sept '08

- **Designed & Developed Internal Products** – Led the conceptualization and design of in-house digital solutions to enhance efficiency and usability.
- **Led UX Research Initiatives** – Spearheaded user research efforts, conducting in-depth interviews and focus groups with offshore partners.
- **Improved User-Centered Design** – Leveraged research insights to create intuitive and effective product experiences.

Visualizer

Tata Interactive Systems | Sept '05 - Dec '06

- **Designed Engaging E-Learning Experiences** – Created page layouts, illustrations, and Flash animations for web-based e-learning courses.
- **Led a High-Profile Project for Walt Disney** – Collaborated with top designers and animators to deliver a visually compelling and interactive learning experience.
- **Enhanced Digital Learning Through Visual Design** – Developed creative solutions that improved engagement and usability in e-learning courses.

Creative Consultant

Indus Net Technologies | Dec '04 - Aug '05

- **Designed Multiple UI Projects** – Created visually engaging websites, logos, icons, corporate identities, and brochures within an eight-month period.
- **Delivered Graphically Rich Designs** – Focused on high-quality, aesthetically appealing UI solutions to enhance brand presence.
- **Contributed to Diverse Design Initiatives** – Worked on a wide range of projects, showcasing versatility in digital and print design.

Animator

123 Greetings | Nov '03 - Dec '04