

Souvik Bhattacharya

Product Designer

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Berlin 

Profile

Product Designer with 5+ years of experience delivering projects for global leaders across diverse industries. Skilled in UX research, strategy, and design systems, with recent work leveraging AI to enhance user experiences.

Work Experience

Management Consultant Analyst at Accenture Song

Sept 2024 — December 2025

- Designed MVPs for Google's sales enablement team to demonstrate Vertex AI capabilities.
- Revamped Google marketing dashboards with streamlined IA and AI-driven features.
- Enhanced Etisalat's customer experience through strategic journey design and operational alignment.

Senior UX/UI Designer at Wipro Limited

Oct 2020 — Sept 2024

- Researched across 17+ countries to design Dell's post-sale workflows, reducing time by ~80%.
- Designed UHG's member app, from information architecture to high-fidelity, dev-ready prototypes.
- Improved accessibility through UAT with visually impaired users (ADA compliant).
- Created VR onboarding modules for Lenovo and GlobalFoundries.
- Built scalable design systems and UI kits for Wipro's internal healthcare platforms.
- Core member of Wipro's Design Talks—hosted, curated, and promoted UX learning events.

Education

Master of Design, National Institute of Design – 2016–2020

Bachelor of Design, National Institute of Fashion Technology – 2012–2016

Achievements

- Received Wipro's Stellar Performer Award and Victory League achiever.
- Awarded the SSIP grant by the Government of India for startup innovation.
- Won 2nd runner-up for Interface Design at Pune Design Festival for the "Desi Aroma" app.

Skills

UX Research · Journey Mapping · Service Blueprint · System Thinking · IA · Wireframing · Prototyping · Usability Testing · AI-enhanced UX · Accessibility (ADA, WCAG) · Responsive Design · Design Systems

Tools

Figma Make · Claude · ChatGPT · Adobe Firefly · Illustrator · InDesign · Miro · Premiere Pro