

ARPAN SAHA

Senior Product Designer | UI/UX Designer

West Bengal, India

+91 9647620136 | asaha31@gmail.com

<https://arpansaha.artechz.com/portfolio.html>

<https://linkedin.com/in/arp31>

PROFESSIONAL SUMMARY

Senior Product Designer with 15+ years of experience designing scalable enterprise and consumer products. Expert in UX strategy, design systems, and data-driven design. Proven success delivering high-impact solutions for global clients like ABInBev, improving conversion rates, usability, and business KPIs. Strong product thinking with focus on user behavior, experimentation, and measurable outcomes. Experienced in influencing product strategy, driving UX vision, and collaborating with cross-functional teams to deliver business impact at scale.

CORE SKILLS

UX Strategy • Product Thinking • User Research • User Journey Mapping • Interaction Design • Information Architecture • Wireframing & Prototyping • Design Systems • Usability Testing • A/B Testing • Accessibility (WCAG) • Agile/Scrum • Cross-functional Collaboration • Stakeholder Management

TOOLS & TECHNOLOGIES

Figma • Adobe XD • Photoshop • Illustrator • InDesign • VS Code • Jira • InVision
HTML5 • CSS3 • SASS • Bootstrap • Tailwind CSS • jQuery • Ionic Framework

AI Tools: ChatGPT • Midjourney • Uizard • Figma AI

PROFESSIONAL EXPERIENCE

Senior Product Designer

DREAMZTECH, Kolkata | Jul 2013 – Present

- Led UX design for enterprise platforms used by **10K+ users across 5+ global markets**, including ABInBev
- Increased product conversion rates by **25–30%**, optimizing user flows and reducing friction points
- Built scalable **design system (Hexa Design System)** adopted across **8+ products**, reducing UI inconsistencies by **35%**
- Conducted user research, usability testing, and A/B experiments, improving engagement and retention by **20%+**
- Influenced product strategy by translating user insights into actionable design recommendations

- Partnered with product managers and engineering teams to define roadmap and deliver high-impact features
 - Delivered data-driven design solutions aligned with business KPIs, contributing to measurable revenue growth
-

UI/UX Designer

Dassnagar Info System, Kolkata | May 2012 – Jun 2013

- Designed user-centric web and mobile interfaces improving task success rate by **20%+**
 - Created wireframes, prototypes, and high-fidelity UI designs for multiple client projects
 - Translated complex business requirements into intuitive and scalable user experiences
-

UI Designer

WebWizardz, Kolkata | Mar 2011 – Apr 2012

- Designed responsive UI layouts and branding assets for web platforms
 - Converted PSD designs into responsive HTML, improving performance and usability
 - Collaborated closely with developers for pixel-perfect implementation
-

KEY PROJECTS

BrewMetrics (ABInBev)

- Designed analytics platform enabling KPI tracking and AI-driven insights across **5+ markets**
 - Reduced decision-making time by **40%** through simplified dashboards and actionable data visualization
 - Improved user engagement by **30%** with optimized UX and navigation
-

TestOps (ABInBev)

- Built experimentation platform supporting **A/B testing at scale**, measuring revenue, volume, and market KPIs
 - Increased experimentation efficiency by **35%**, enabling faster product optimization cycles
-

Watch Tower (ABInBev)

- Designed performance analytics platform improving ROI visibility for business teams
 - Enhanced resource allocation efficiency by **25%** through data-driven insights
-

MLP & Mars.ai (ABInBev)

- Designed marketing intelligence tools to optimize brand investment decisions
 - Improved campaign performance tracking and ROI analysis, increasing marketing efficiency by **20%**
-

iBuySell

- Designed real-time peer-to-peer marketplace platform with end-to-end UX
 - Improved user onboarding experience, reducing drop-offs by **22%**
-

EDUCATION

Bachelor of Arts (English)

University of Calcutta

Certified Course in Multimedia

CMC Limited, Kolkata

AWARDS & ACHIEVEMENTS

- Exceptional Job Performance Award (2014)
 - Most Creative Personality (2014)
-

ADDITIONAL INFORMATION

- Mentored junior designers and led design initiatives across teams
- Strong problem-solving and design thinking mindset
- Passionate about building user-centric digital products with measurable impact