

# Amreek Sanyal

## User Experience Design | Product Design

Accomplished UX design leader with around nine years of experience in user research, journey mapping, and interaction design; creating strategic frameworks that address complex user needs and enhance usability.



[Portfolio Link](#)

[arghyake81@gmail.com](mailto:arghyake81@gmail.com)

[+91-9899896451](tel:+91-9899896451)

[a2zdesignlabs.com](http://a2zdesignlabs.com)

[LinkedIn/amreek-sanyal](https://www.linkedin.com/in/amreek-sanyal)

### CORE COMPETENCIES

- UI | UX Design
- Design System & Consistency
- Product Lifecycle Management
- Strategic Planning & Execution
- Visualization & Design Direction
- Engagement & Stakeholder Relationship
- Product Innovation & Delivery Excellence
- Advanced Prototyping & Wireframes
- Usability Testing, A/B Testing
- Team Building & Leadership

### EDUCATION

Masters of Design  
HCI, Industrial Design  
IIT Delhi (2015-17)

Bachelors of Architecture  
BPUT, Rourkela (2009-14)

### UX METHODOLOGY

- 1-on-1 Interviews
- Surveys
- Contextual Inquiry
- Focus Group
- Heuristic Evaluation
- Cognitive Walkthrough
- Usability Testing
- Competitor Analysis
- User Persona & Scenarios

### DESIGN & RESEARCH TOOLS

- Figma
- FigJam
- Adobe CC
- AI tools + plugins
- Mobbin
- Useresting.com
- WebAIM

### KEY ACHIEVEMENTS

42%

User Engagement Increase

Implemented user-centred design frameworks and comprehensive user research strategies, that provided critical insights driving a redesign that **boosted user engagement by 42%** and **reduced bounce rates up to 11%**.

40%

Product Adoption Increase

Integrated improvements in compliance with usability and design guidelines, resulting in a significant decrease in user errors which eventually contributed to a **40% increase in product adoption rates** and **15% increase in conversion rates**.

24%

Onboarding Time Reduced

Leveraged data analytics & A/B testing to refine design elements, contributing to **enhanced security, convenience and 24% reduction in user onboarding time** while uplifting overall user experience.

### CAREER ROADMAP



### PROFESSIONAL EXPERIENCE

9 YEARS

#### Senior Experience Designer III

Verizon Communications Inc.

Hybrid | Bengaluru

Mar - Dec 2025

- ⚡ **Leading Enterprise UX Initiatives:** Driving user-centered design strategies for enterprise-level telecommunications products, collaborating with cross-functional teams across US locations.
- ⚡ **Advanced Design System Implementation:** Contributing to evolution, implementation and maintenance of design systems, ensuring consistency across multiple product lines.
- ⚡ **Strategic User Research & Insights:** Conducting comprehensive user research initiatives remotely to inform product decisions and identify opportunities for innovation.
- ⚡ **Team Enablement & Mentorship:** Supporting fellow designers by proactively mitigating project roadblocks and optimizing Figma workflows while championing a learning culture by facilitating fun and engaging knowledge-sharing sessions.

#### Lead Product Designer

Bharti Airtel Ltd.

Hybrid | Bengaluru

Sep 2022 - Oct 2024

- ⚡ **Established & Integrated Design System:** Successfully implemented comprehensive design system ensuring unified user experience across all business products.
- ⚡ **Optimized Sprint Planning & Design Decisions:** Spearheaded data-driven design decisions and strategic sprint planning, balancing business, development, and customer needs.
- ⚡ **Exemplified Product Ownership:** Demonstrated exceptional product ownership, extending beyond IC role to support scaling-up capabilities of Airtel IoT Portal.

#### User Experience Designer

Cognizant Technologies Corp.

Hybrid | Pune | Kolkata

Oct 2017 - Sep 2022

- ⚡ **Conceptualized & Executed Design Solutions:** Developed innovative design concepts and collaborated with cross-functional teams across various competencies.
- ⚡ **Directed Comprehensive Design Initiatives:** Drove design solutions across responsive interfaces, intranets, and both native & hybrid applications.
- ⚡ **Led Pre-Sales & UX Estimations:** Managed pre-sales activities including RFPs and design effort estimations for various proofs of concept.

#### UI/UX Designer

Gradestack Learning Pvt. Ltd.

Noida

Oct 2016 - Apr 2017

- ⚡ **Elevated Mobile Experience through Gamification:** Improved mobile user experience by integrating gamification techniques and comprehensive heuristic evaluations.

#### Design Intern

Leaf Wearables

Delhi NCR

May 2016 - Sep 2016

- ⚡ **Conducted User Research & Designed Key Assets:** Executed primary research and crafted screen assets for the SKIDS app, driving innovative design solutions.

### HACKATHONS

- **STAMP Kochi | Data Innovation Challenge (2019):**  
Achieved finalist status in a prestigious national-level Hackathon. An initiative by Kerala Startup Mission, Kochi Metro Corporation and Toyota Mobility for demonstrating exceptional skills in data innovation and problem-solving.
- **National Convention Design Challenge (2012):**  
Secured 1st position in a highly competitive national design competition organized by Ethos India.