

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

📞 +91-9899896451

🌐 a2zdesignlabs.com

🔗 [LinkedIn/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
Usertesting.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%.

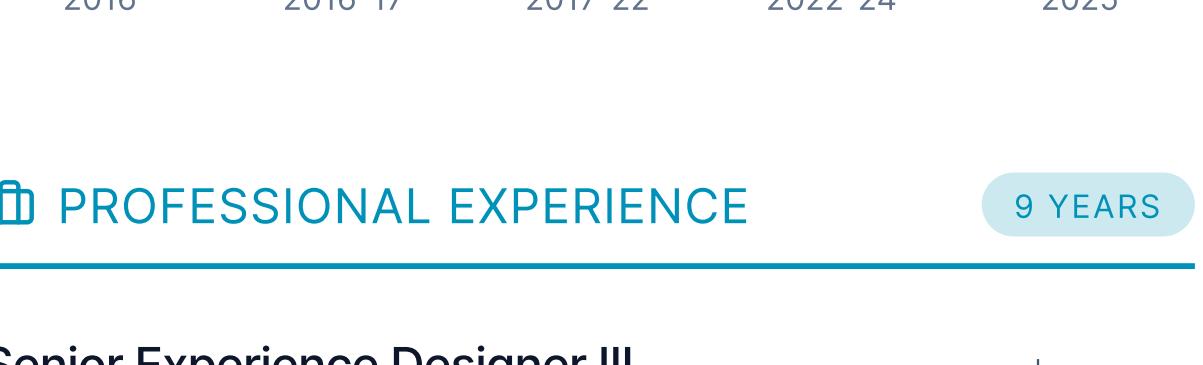
👤 40%

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

Hybrid | Bengaluru

Verizon Communications Inc.

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

Hybrid | Bengaluru

Bharti Airtel Ltd.

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

Hybrid | Pune | Kolkata

Cognizant Technologies Corp.

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

Noida

Gradestack Learning Pvt. Ltd.

Oct 2016 - Apr 2017

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

Design Intern

Delhi NCR

Leaf Wearables

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.