Abhisek Das

REACH OUT ON
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Design generalist with 11+ years of experience. Worked and led core projects with awesome teams in travel, hospitality, and fintech domains. Nitpicker of flaws in everyday things. Curious thinker. DBZ fanboy. Love dogs.

WORK EXPERIENCE

Lead Product Designer

smallcase — OCT 2020 - Present

- Leading cross-platform experience design for all user facing projects with a team of 6 designers
- Built Falcon Design System, our internal component library of 300+ components. Total insertions stand at 193k+ in the last 2 years
- Built the external investments tracker. Tracking users are engaging 3x more on the app and the total AuM tracked crossed ₹55,000Cr+
- Led the design strategy from idea to launch of Investment Score with the objective to improve funnel conversions and increase transactions. InvScore is now contributing to 2.75% of all orders placed on the app through it's recommended actions, being a key lever in revenue growth
- Led the rebrand of landing pages for smallcase and CASE Platforms

Senior UX Designer

ixigo — JUN 2018 - OCT 2020

- Travenues were incorporated as the B2B subsidiary of ixigo in Jan 2019. Joined the B2B as the founding designer
- Led end-to-end booking experience of airlines e-commerce across mobile & web
- Revamped entire suite of SpiceJet products - PWA, mobile app, and web which increased engagement and bookings on their platform
- Designed multi-tier loyalty program for frequent flyers

UX Designer

Matchmove — MAY 2017 - MAY 2018

Designed cryptocurrency wallet and remittance platforms for send, spend & lend experience. Built virtual eKYC experience with customisable landing page and white label dashboard for wallets and cards

UI/UX Designer

Stayzilla — JUL 2015 - MAR 2017

Led the BookX pod. Designed the end-to-end guest booking experience of hotels and homestays. Built an extranet dashboard for hosts to track their monthly earnings, performance, bookings, and manage listings

UI/UX Designer

Thrillophilia — SEP 2014 - JUN 2015

Revamped the website and designed the first consumer and supplier app. Responsible for all marketing creatives, newsletters, infographics, ad campaigns, and landing pages

TOOLS & SKILLS

Figma · Framer · Photoshop · Miro · Notion · Protopie · Mixpanel

Design strategy · Design systems · Product thinking · Prototyping · IA · UX · HTML · CSS

LINKS

- Behance /abhisek_das
- Dribbble /abhisekdas
- LinkedIn /abhisekd3
- Twitter /wholetthedasout

ACADEMICS

Bachelor of Technology

Institute of Technical Education & Research, Bhubaneswar

CSE, Batch of 2014