

SAYANTAN DUTTA

Product Designer | End to End Product Delivery | SaaS and AI Platforms

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PROFILE

Product Designer with 5 years of experience taking digital products from zero to one and from good to better. Comfortable at every stage of the product design process: sitting in discovery with users, aligning with product managers on what to solve and why, designing and prototyping solutions, and shipping them with engineers. Has owned product design across AI companion apps, B2B SaaS tools, enterprise portals and public sector services, and has done it in small lean teams and inside large global organisations. Equally strong on the strategic layer, understanding how design decisions connect to business outcomes, and on the craft layer, making things that feel right. MA Design Management, University of Southampton.

SKILLS

Product Design: End to End Product Design | Discovery and Framing | Jobs to Be Done | User Flows and Journey Mapping | Wireframing | High Fidelity Prototyping | Interaction Design

Research and Validation: User Research | Usability Testing | A/B Testing | Analytics Informed Design | Insight Synthesis | Heuristic Evaluation

Systems and Craft: Design Systems | Component Libraries | Figma | Responsive and Mobile First Design | Accessibility (WCAG) | UX Copywriting

Delivery and Collaboration: Product Trio Collaboration (PM, Engineering, Design) | Agile and Scrum | Roadmap Input | Stakeholder Facilitation | Design Critiques | Async Remote Working

Tools: Figma | Miro | Adobe Creative Suite | ServiceNow | Microsoft 365 | CMS Platforms

EXPERIENCE

Lead Product Designer | dAIs Genie (miiGenie), UK | *Mar 2026 – Present*

- Own the full product design of miiGenie, a voice first AI companion for elderly users, from initial discovery through to shipped features on iOS and Android, working as part of a cross functional trio with the product manager and engineering lead.
- Drive product discovery by conducting user research with elderly users and caregivers, synthesising findings into product direction inputs that shape what gets built and in what order.
- Design and prototype conversational flows, onboarding sequences and core interaction patterns, validating each with real users through rounds of usability testing before handoff to engineering.
- Own the design system end to end, building a Figma component library that gives engineering the detail they need to ship accurately and gives the product a consistent, accessible visual language as it scales.
- Facilitate product workshops with founders and AI engineers, acting as the connective layer between user needs, business goals and technical constraints to keep the team aligned and moving.

Senior Product Designer | Soter Safety Consulting, UK | *Jun 2025 – Aug 2025*

- Took HAZOP Edge, a B2B SaaS product for industrial safety professionals, from a concept brief through to a fully tested and validated MVP, owning product design end to end in a lean team alongside the CTO and product owner.
- Ran stakeholder discovery sessions and user interviews to understand the mental models of professional safety engineers, using those insights to define the product's core interaction patterns and information architecture before a single screen was designed.
- Delivered the full design system, user flows, prototypes and handoff specifications that engineering needed to build from, completing the concept to MVP cycle within the project timeline.

Senior Product Designer | SparkSoft Ltd, UK | *Dec 2024 – Jan 2025*

- Led product design for a public sector digital platform serving diverse citizen user groups, owning discovery, design and delivery while navigating regulatory compliance, accessibility requirements and tight delivery timelines simultaneously.
- Designed and shipped an agriculture focused MVP website, making all product design decisions independently from research through to handoff and working with external developers to ensure the build matched the design intent.
- Redesigned the company's digital presence, applying product thinking to what was ostensibly a brand project: starting with what users needed to find and do, then designing the visual layer around that foundation.

Design Operations Lead | Tata Consultancy Services, India | *Dec 2023 – Aug 2024*

- Led design operations across a portfolio of enterprise SaaS and manufacturing platforms, owning the systems and standards that enabled a distributed product design team to ship high quality work consistently across European and US clients.
- Embedded product design into Agile delivery cycles more effectively by working with product managers to define clearer design input points in sprint planning, reducing the frequency of designs arriving too late to influence engineering decisions.
- Built a shared Figma design system serving multiple products, reducing duplication across the team and giving product managers and engineers a single source of truth for design decisions.

Lead Product Designer | Tata Consultancy Services, India | *Nov 2021 – Dec 2023*

- Led product design for multiple enterprise portal redesigns, running the full process from user research and competitive analysis through to high fidelity design and stakeholder sign-off, working with product owners and engineering leads across European and US accounts.
- Directed a cross functional POC initiative, acting as both product designer and Scrum Master to take a product concept from discovery through to a tested, stakeholder approved prototype in eight weeks.
- Contributed directly to product roadmap discussions, using research evidence and design analysis to make the case for user needs to be prioritised alongside technical and commercial factors.
- Mentored junior product designers, coaching them on how to connect research findings to design decisions and present work in a way that builds stakeholder confidence rather than just showing outputs.

Product Designer | Tata Consultancy Services, India | *Nov 2020 – Nov 2021*

- Designed product experiences for SaaS and manufacturing technology platforms across the full stack: discovery, information architecture, interaction design, prototyping, usability testing and developer handoff.
- Worked within established design systems and contributed new components where product needs required them, maintaining consistency while extending coverage to previously undesigned states and edge cases.
- Collaborated in Agile teams with product managers and engineers, participating in sprint ceremonies and adapting design work to shifting product priorities without losing sight of the user need at the centre of each sprint.

EDUCATION

Master of Arts in Design Management | *University of Southampton, UK | Sep 2024 – Sep 2025*

Relevant study in digital strategy, user centred design, data informed decision making and stakeholder communication within complex organisational environments.

Bachelor of Design in Communication Design | *GD Goenka University, India | Aug 2016 – Aug 2020*

ACHIEVEMENTS

- TCS Service and Commitment Award: Recognised for sustained impact across product design programmes serving European and US enterprise clients across SaaS and manufacturing technology sectors.
- TCS Best Team Award and Star Team Award: Awarded across two separate cycles for outstanding cross functional collaboration and exceptional product delivery on complex, high traffic enterprise platforms.