AVNIS DAS

Product Designer | UI/UX | NFT Artist | Fashion & Lifestyle Accessory Designer | Digital Creator

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Product Designer with 3.5 years of professional experience, specializing in B2B design delivering enterprise-scale digital solutions in SaaS, logistics, and customer service. Skilled in user research, persona creation, storyboarding, wireframing, prototyping, usability testing, and design sprints. Experienced in design systems, accessibility standards, and design thinking, with strong expertise in Microsoft PowerPoint, creative decks, and stakeholder storytelling. Adept at aligning UX strategy with business goals, managing change and engagement delivery, and applying strategic problem-solving. Recognized for an empathetic and inclusive design approach, effective communication, and collaborative leadership in hybrid environments.

Address: From Nagaon, Assam.   In Bangalore, Karnataka.

CORE SKILLS

UX Design: User Research, Journey Mapping, Design Thinking, Accessibility, Usability Testing, Service Design, Stakeholder Communication

UI & Prototyping: Figma, Adobe XD, Adobe Creative Suite, Wireframing, High-Fidelity Prototypes, Interaction Design, Micro-Interactions, Website & Mobile UI, Motion Design

Design Systems & Tools: Scalable Design Systems, Specification Writing, Documentation, Component Libraries, DesignOps, Voice & LLM UI Integration, Enterprise SaaS UX

Collaboration & Process: Design Sprints, Agile, Engineering Handoff, QA Feedback, Cross-functional Partnership

AI & Emerging Tools: Figma AI, Galileo AI, Uizard, Magician, Dovetail AI, UserTesting AI, ChatGPT, Jasper, Voiceflow + AI, MidJourney, Runway, Copilot AI, Photoshop AI, Notion AI, Perplexity AI, Claude, Apple Intelligence

Additional: UX Documentation, Stakeholder Workshops, Creative Decks, Microsoft PowerPoint, HTML/CSS, Webflow

PROFESSIONAL EXPERIENCE

OPTYM (UI/UX | Product Designer)

Bengaluru, KA   October 2023 - September 2025

Gate Assignment Optimization (Southwest Airlines)

- Led UX strategy and design for airport gate assignment optimization, delivering end-to-end UX solutions aligned with business objectives and user needs.
- Conducted user research, persona creation, storyboarding, and competitive audits to identify pain points and define user-centered workflows.
- Designed wireframes, high-fidelity prototypes, and storytelling decks in Microsoft PowerPoint for stakeholders, ensuring effective communication and alignment.
- Partnered with engineering leads in design sprints and agile collaboration cycles, integrating real-time AI engines for scalable and accessible solutions.
- Applied strategic problem-solving to reduce delays by 20% for crew members, improving operational efficiency and scheduling.

RailMax (Integrating Voice AI & AI Modules)

- Designed conversational interfaces and real-time decision-support tools powered by LLMs and Voice AI, improving usability for logistics and customer support operators.
- Translated algorithmic logic into clear, actionable UI, enhancing communication and stakeholder engagement.
- Applied inclusive and empathetic design practices, enabling faster issue resolution (30% reduction) and cutting rail route planning time by 50%.

LoadAi & LoadOp (Logistics AI Platforms)

- Defined user flows, prototypes, and specifications for predictive decision-making tools.
- Ensured transparency, accessibility, and trust by designing explainable, logic-driven interfaces.
- Delivered annotated wireframes and scalable prototypes, supporting collaboration across design sprints and reducing design-to-development ambiguity.

Shiplo (Shipper–Carrier Aggregation Platform)

- Owned the end-to-end user experience, developing modular components, scalable design patterns, and UI documentation.
- Delivered stakeholder workshops and storytelling decks, aligning design frameworks with long-term logistics strategies.

DesignOps

- Maintained and evolved design systems with reusable components and scalable documentation.
- Supported QA and prototyping for internal launches, ensuring quality, consistency, engagement management, and delivery excellence.

Rivigo by Mahindra Logistics (UI/UX | Product Designer & Marketing Specialist)
Gurugram, HR   April 2022 - September 2023

- Improved usability for truck drivers (Pilots) through mobile-first, inclusive UI and simplified workflows, reducing onboarding time.
- Enhanced booking and tracking flows, directly contributing to faster operational turnaround and higher adoption.
- Partnered with engineering and product managers to define and document UX requirements, accessibility standards, and design thinking practices.
- Conducted user research, qualitative and quantitative studies, persona development, and stakeholder interviews with 100+ contributors (pilots, ground staff, floor managers, customer support), translating findings into wireframes, prototypes, and high-fidelity UI.
- Produced UX deliverables (user flows, wireframes, annotated specs, high-fidelity designs) for effective communication and engineering handoff.
- Mentored associates during design cycles by sharing best practices in usability, inclusivity, and UI documentation.
- Led UX integration post-acquisition, managing change and aligning brand identity and design systems to deliver a seamless experience.
- Introduced WhatsApp integration for the Pilot app, making pilots more proactive on duty and improving engagement from 30% to 90%, overcoming resistance to new app adoption.

Estaa Gems Pvt. Ltd. (Graduation Project; Designer - Extended PPO till 2022)
Mumbai, MH   January 2021 - January 2022

- Designed new product lines and brand positioning, strengthening business offerings.

- Owned website redesign using design thinking principles to improve customer engagement and digital reach.
- Managed multi-role design responsibilities post-senior departure, collaborating closely with leadership for delivery excellence.

Duet Luxury (Intern - Jewellery Designer & UX Researcher)

Kolkata, WB   November 2020 - December 2020

- Conducted user research to shape digital presence and inform campaign designs.
- Designed collections and social content, improving brand visibility and inclusive storytelling.

Deshaj (Intern - Digital Creator & UX Researcher)

Kolkata, WB   December 2020

- Delivered website creatives, brand content, and usability improvements with Webflow.
- Contributed to inclusive design initiatives while managing multi-role responsibilities in a startup environment.

Ogilvy & Mather (Intern - *Graphic Designer & Content Creator*)

Gurugram, HR   May 2019 - July 2019

- Created ad campaigns, social media content, and storytelling assets for clients including KFC, BMW, PepsiCo, Oppo, and Pizza Hut.

EDUCATION & CERTIFICATIONS

NATIONAL INSTITUTE OF FASHION TECHNOLOGY, Kolkata (NIFT)
- Bachelor of Design (B.Des), Fashion & Lifestyle Accessory Design (Minor: Fashion Communication Design)
- Former Student Council Secretary and President
- National Gold & Silver Medalist in Table Tennis, representing NIFT Kolkata

KENDRIYA VIDYALAYA, Nagaon
Science Stream

SURNANDAN BHARATI, Kolkata
Senior Diploma in Fine Arts

UNIVERSITY OF MICHIGAN
Certification - Understanding User Needs, UX Design

IBM
Enterprise Design Thinking (Team Essentials for AI, Co-creator, Practitioner)

UDEMY
UX Masterclass, Motion Design with Figma

NOTABLE FREELANCE PROJECTS

- Co-designed inclusive product lines with specially-abled artists (Artytude).
- Built brand identities, digital assets, and social strategies for early-stage fashion & lifestyle brands (e.g., Nakhrewaali, Bake Buffet).
- Produced video storytelling campaigns for F&B startups (Mafia The Street Food, Desi Videsi).
- Directed and edited product videos/reels, improving digital engagement for small businesses.

RESEARCH, WORKSHOPS & INSTALLATIONS

- **2020:** Shola Design Development Workshop under Consulate General of the Federal Republic of Germany Kolkata and Banglanatak.com.
- **2020:** Craft Development Workshop with artisans of Nutangram, West Bengal.
- **2019:** Craft Research Documentation: Kekenikuchi, Assam.
- **2019:** Craft Research Documentation: Nutungram, West Bengal.
- **2019:** Co-lead for putting up an art installation by F&LA Department for SPECTRUM 2020.
- **2018:** Begumpur, West Bengal: Craft Research Documentation.

LANGUAGES KNOWN

Assamese, English, Hindi, Bengali