

Shreyan Basu Majumder

+91 9874443008 | shreyanbasumajumder@gmail.com | LinkedIn | Portfolio

Summary

Product Designer with 4+ years of experience designing 0→1 and scalable digital products across enterprise and consumer domains. Combines systems thinking with strong visual and motion design expertise to craft intuitive, high-impact experiences. Proven track record of simplifying complex workflows, improving operational efficiency, and delivering measurable business outcomes. Currently exploring AI-driven experiences and emerging interaction paradigms.

Experience

Capgemini - UX Researcher & Designer

Bangalore | Jan 2024 - Present

Client - Mercedes Benz Research and Development India (Onsite)

- Led end-to-end design of expat management tool for enterprise employee mobility, simplifying scattered communications over emails, multi-stakeholder approvals, housing requirements and visa verification; accelerated relocation cycles by ~25%, removed 350+ manual email touch points yearly, and boosted SLA adherence to ~85%.
- Redesigned waste tracking workflows for GreenAdhar (CSR led initiative), enabling real-time visibility and improving coordination across collection processes, reducing operational inefficiencies and execution time.
- Designed and shipped PathPilot, an in-office navigation tool improving workplace accessibility and reducing time spent locating meeting rooms and amenities.

Firm Contribution

- Cornershop (POC) - Research and ideation on AR-based in-store navigation and frictionless checkout experience, reducing product discovery time by ~35% and contributing to a 20–25% decrease in perceived checkout time while improving overall shopping efficiency in retail stores of London.
- Post-Operative Experience (Healthcare POC) - Led 0→1 design of a post-operative care platform, driving research, journey mapping, and scalable UX frameworks to improve recovery tracking, care coordination, and patient adherence across the post-discharge phase
- Mentored young designers on applying UX principles across multiple domains and sectors, enabling structured thinking across complex, multi-industry product landscapes.
- Led ideation and contributed to client pitches for Mercedes-Benz Aftersales and Disneyland, driving UX strategies to enhance user journeys and reduce drop-off rates respectively.

Digitale - Motion & Visual Designer

Kolkata | Jun 2020 - May 2021

Designed and delivered brand websites and digital experiences for clients like Birla Cement, Haldiram's, Greenply, translating business goals into intuitive user flows and responsive interfaces

145 East - Founding Visual Designer

Kolkata | Mar 2019 - May 2020

Designed and delivered brand websites and digital experiences for clients like Birla Cement, Haldiram's, Greenply, translating business goals into intuitive user flows and responsive interfaces

Skills

Design: UX/UI Design, Visual Design, Typography, Wireframing, Interaction Design, Storyboarding, User Flow, Cross-Platform Design, Design Systems, WCAG Accessibility, UX Audit, Product Design, Prototypes, Wireframes & Motion Design.

Research: A/B Testing, User Journey Mapping, User Research, Contextual Inquiry, Qualitative Interviews, Affinity Diagramming, Heuristic Evaluation, Usability Testing, Interaction Studies, Competitive Analysis, Card Sorting.

Tools: Figma, Adobe Creative Suite, Stitch, Framer, Webflow, Jira

Education

Pearl Academy

Bangalore | Jun 2021 - Oct 2023

Masters (PGDM) in Interaction Design - UI/UX

Annual Excellence Award 2022

University of Calcutta

Kolkata | May 2014 - May 2018

Bsc in Computer Science

Certification

Master Class for agentic AI Design Patterns, Udemy

Agentic AI in Industry use cases, Pluralsight

Google UX Design Professional Certificate, Google