

# Mandril Biswas

## Product Designer

- Email: [chitrangadaa@gmail.com](mailto:chitrangadaa@gmail.com) ● Phone: +1 (778) 668-4834 ● Address: Vancouver
- Portfolio: <https://www.mandrilabiswas.com/> ● Medium: <https://mandrilabiswas.medium.com/>
- LinkedIn: <https://www.linkedin.com/in/mandrilabiswas/>

## Skills

- **Experience Design:** UX Product Strategy, [Behavioural Design](#), [Organisational Design](#), Insight and Concept Generation, Information Architecture, Prototyping, [Data Visualisation](#), Service Design.
- **Business Architecture:** System value flow, [Value articulation](#), System Blueprint
- **Mentoring:** Nurturing Talent, Project Audit, Seasonal Jury Member in Design Institute
- **Tools:** Figma, Adobe Suite, Mural, Project Management Tools (Trello, Jira)
- **Methodologies:** [Circular design process](#).

## Work Experience ( 13+ years)

### Thoughtworks - Senior Consultant. Apr 2021 - Present (4 y)

#### Business Architect for Global Experience Strategy. Led UX product solutions.

- Delivered UX solutions for various service domains with a 100% client satisfaction
- Created a global programme roadmap that catered to regional needs of 15 countries
- Designed solutions with deep user empathy in public health, public energy distribution, AI based public document management and engineering experience domains leading to robust solutions
- Articulated design values effectively to clients to influence stakeholders' infrastructure decisions
- Promoted Thought Leadership activities by Talks and Blogs with high reference rates
- Mentored and managed high quality timely design delivery with [product plan iterations](#)
- Conducted technical interviews bringing in talents with 100% appraised experience

### Samsung - Lead Experience Designer. Mar 2016 - Jan 2020 (3 y 11 m)

#### Led UX strategy for mid-tier mobile phone segment.

- Proposed long term vision and product plan to the global product planning team that got successfully converted to billable projects for the design delivery teams
- Derived [key research insights](#) that informed more refined digital wellbeing solutions
- Delivered solutions for flagship devices in the domain of [AI voice and device intelligence](#) partnering with UI designers, developers and product managers
- Formed and led a team of three ideators to create a patented AI solution
- Mentored teams to customise design process that helped prototype and present ideas
- As a cultural champion, brought in policy changes in the organization for gender equality & inclusion, employee benefits, and change management that were implemented by the organisation

## **Honeywell - Business Strategist. Apr 2015 - Oct 2015 (7 m)**

### **Crafted organisation vision to make the Idea Incubation Lab efficient and productive.**

- Mapped and interviewed key stakeholders, created user journeys, analysed pain points at key touch points leading to opportunities for innovation
- Applied cognitive neuroscience to [design a creative culture that fosters innovation](#)
- Actively involved in hiring talents for the UX team leading to a vibrant design community
- Voluntarily reviewed and recommended books that were incorporated in the library

## **Pixfirst - Strategy Consultant. May 2014 - Jun 2014 (2 m)**

### **Documented usability heuristics report of e-commerce platform.**

The report identified key feature improvements for user groups of professional photographers and buyers. Set up a process to capture user feedback that formed a sustainable improvement loop.

## **Neo Pundit - Founder. Nov 2011 - Jun 2013 (1 y 6 m)**

### **Brand and Product Development.**

Design and developed products and marketing strategy of a range of [lifestyle products](#). Set up stores on e-commerce sites and local business gatherings boosting sales by 200%.

## **Landmark Group - Senior Executive. Nov 2009 – Nov 2011 (2 y)**

### **Brand development.**

Developed trendy in-house brands through research, setting style directions, sourcing, vendor negotiation, fit & style approvals, working with marketing team and national store heads.

## **Certifications**

### **Service Design: Designing for Experience Over Time**

Jon Kolko on Udemy, July 2021

### **Brightline Project Management Institute**

Bridging the Gap between Strategy Design and Delivery, 95.33%, July 2020

### **The International Sivananda Yoga Vedanta Centre**

Teacher of Yoga, 92.09%, Dec 2019

## **Education**

### **National Institute of Design. Major: Strategic Design Management**

Master of Design (Equivalent to Canadian Master's degree by WES)

## **Awards**

### **Nasscom Social Innovation Honours.**

Easy Elect. [National Award Winner of ICT Led Social Innovation Concept](#) 2014

## **Patent. IN 201841017870**

Method and system of conversational interface for generating harmonious responses.