

Sagnik Dey

Product Design Lead

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Profile Brief

Experienced Product Design Manager with a proven track record in driving end-to-end user-centric and business-focused product experiences across global organizations. Currently leading design initiatives at 7-Eleven Global Solution Center – India, I specialize in design leadership, hands-on UX/UI execution, and technical implementation, ensuring design excellence scales with business impact.

Expert in building and implementing robust Design System frameworks from scratch, fostering consistency, scalability, and efficiency across diverse product lines. Adept in both strategic design thinking and operational execution, I connect design strategy with technical delivery, bridging creative teams and engineering for optimal cross-functional outcomes.

Highly skilled in heuristic evaluations, usability studies, and both qualitative and quantitative UX research to inform innovation. Experienced in aligning design, product, and engineering functions to deliver measurable results and improve operational workflows.

Recognized for building empowering design cultures where teams innovate purposefully, backed by solid research and data-driven insights. Well-versed in mentoring and coaching designers and developers, creating documented processes and decision frameworks to scale best practices across organizations.

Key Areas of Focus

- Product Design Leadership & UX Strategy
- Scalable Design Systems & Interaction Design
- Front-End Development & AI-Led Design Delivery
- User Research & Usability: From initial research to functional prototypes
- Cross-functional Collaboration & Team Mentorship
- DesignOps and process optimization to maximize team productivity

Career experience includes

- Leading product and design teams for 7-Eleven Global Solution Center – India, creating accessible, data-driven solutions and design systems, and coaching cross-functional teams to elevate user experience.
- Freelance Product Designer and UI/UX Lead for startups and marketplace platforms, responsible for UX audits, system mapping, user flow interviews, design system inception, and developer collaboration.
- Designing and updating legacy platforms, researching user metrics and behaviors, and solutioning for increased engagement.
- Consulting and hands-on delivery for major redesigns, including websites and web applications for U.S. and international clients.
- Credentials in advanced Interaction Design and Usability from IxDF, and proven ability to convert business challenges into scalable product solutions.

Technical skills include Figma, Design Thinking, Wireframing, SASS, Prototyping, and process optimization. Endorsed as a collaborative team player, innovative problem solver, and passionate leader who champions best design practices, empowers teams, and delivers results ahead of deadlines.

EXPERIENCE

Product Design Manager

7 Eleven Global Solutions — Bengaluru, India

Nov. 2023 - Feb. 2026

- Partner with product managers and engineers to navigate technical trade-offs, aligning on both short-term priorities and the long-term product vision.
- Collaborate with designers to develop shared design patterns, refine product vision, and achieve design goals while fostering a strong team culture and spreading best practices across the organization.
- Facilitate workshops, design reviews, and cross-functional initiatives, identifying and addressing dependencies that connect and enhance products and services.
- Champion the adoption of innovative design tools and methodologies, leveraging data to create accessible, user-centered designs throughout the entire process, from research to delivery.
- Work closely with designers and leadership across the company to elevate the overall user experience, ensuring consistency and excellence.
- Mentor and coach designers & developers, supporting their professional growth while scaling design practices through well-documented processes and decision-making frameworks.
- Create & improve design processes, such as design systems, jira validations etc. to increase designers productivity
- Give inputs to developers on how to minimize development time by converting the design systems to actual code.
- Constantly working on destroying the silos that designers & developers put themselves in & making them work together to create better products & features.

Product Designer

Freelance — Kuala Lumpur, ML

Jan. 2023 - Nov. 2023

- As a founder designer of a startup, my responsibilities include UX audit of their existing system, user flows & interviews.
- Planning & mapping out the changes to their existing system, based on UX audit.
- Building & designing design system from ground up for a startup.
- Interacting with developers of how to develop & implement the design system.
- Building out clickable prototypes for user interaction

Lead UI/UX Designer

DoctoronCall — Kuala Lumpur, ML

Nov. 2021 - Present

- Leading the design & development of marketplace platforms for desktop & mobile apps. Working with the developers to come up with solutions that are reusable & scalable based on requirements.
- Conducting user research on personalizing design, based on their day-to-day needs. Creating a design system to help & guide my fellow UI designers to follow the UX journey.
- Involved in updating the legacy system for design best practices. Analyzing user metrics, to gauge their behavior & fix issues. Continuously come up with design solutions for any new features.
- Requirement gathering from internal & external stakeholders to design the back-end of the application, which is usable for internal as well as external (clients) users.
- Working in tandem with the marketing & sales team to regularly come up with new ideas for boosting sales.

Freelance Product and UX Designer

Kuala Lumpur, ML

Jan. 2019 - Oct. 2021

- Conceptualizing & visualizing applications, redesigning software platforms from the ground up stage (<https://restwithdignity.com/>) .
- Worked on <https://repowr.com/> on designing their platform in initial stages. Collaborating with the developers on design & development.
- Leading the design teams for ERM platform. Delivering & testing user flows, prototypes (low & High) for desktop & mobile. Working with stakeholders, PM & developers to define & deliver the features.
- Directing the team to adopt new technology (React/React Native/Angular etc.) to redesign the application.

Freelance UI/UX Designer & Developer

Texas, USA

Feb. 2016 - Nov. 2018

- Consulting for UX & design best practices for Hello World Studio (Austin, TX). Redesigning their website www.helloworldstudio.org, through a series of UX processes involving creating prototypes (High), user testing and coding HTML & CSS.
- Redesign Longwood Village HOA website (Ongoing) : Led the design team on redesigning. Responsibilities included, requirement gathering, research, UX design, wordpress development

Senior User Interface Designer

Bazaarvoice — Texas, USA

Jan. 2010 - Feb. 2015

As an UI designer working at Bazaarvoice (a SaaS-based company), my primary responsibility was to create an effective and engaging user interface for the company's software-as-a-service (SaaS) products, namely Ratings & Reviews, Ask & Answer. Some of the key responsibilities of included:

- Understand the target audience, their preferences, and their needs, which ultimately helps in designing an interface that is intuitive, easy to use, and visually appealing.
- Design visual elements such as icons, buttons, and graphics that are consistent with the client company's branding and style guidelines.
- Create wireframes and prototypes to test the user experience and ensure that the interface meets the requirements of the product.
- Collaborate with cross-functional teams, work closely with developers, product managers, and other cross-functional teams to ensure that the design is consistent with the product's functionality and technical requirements.
- Stay up-to-date with design trends and emerging technologies to ensure that the company's SaaS products are competitive in the marketplace.
- Conduct user research to gather insights about the target audience and their needs, which can inform the design of the user interface.
- Test and iterate the design to ensure that it meets the needs of the target audience and provides a positive user experience.

Front End Designer

Tangelo Ideas — Texas, USA

Dec. 2008 - Dec. 2009

As a front-end/graphic designer, I was responsible for designing and developing the user interface of websites and applications. Worked closely with clients and back-end developers to ensure that the website or application is both visually appealing and user-friendly.

I wrote code in HTML, CSS, and a little bit JavaScript to create responsive, mobile-friendly designs that are optimized for various platforms and devices.

Additionally, I worked in tandem with developers & SEO experts to ensure the website or application is optimized for search engine ranking and performance.

User Interface Designer (IT Analyst)

Tata Consultancy Services — Pune, INDIA

Feb. 2007 - Oct. 2008

- Worked on designing & developing Microsoft MSN websites based on different locales (CN/EU/UK...etc). Solving design problems using advanced CSS tricks.
- Working with developers to implement custom modules based on client requirements.
- Manage junior designers & train them about latest CSS benchmarks & hacks.

SKILLS

UI Design, Prototyping, Wireframing, User Flows, Sketching, Problem Solving, Communication

TOOLS & CODING

Figma, Adobe suite, Sketch App, HTML, CSS, Visual Studio Code

EDUCATION

Conducting Usability Testing

Interaction Design Foundation

<https://www.interaction-design.org/members/sagnik-dey/certificate/course/d46167a5-e4d4-401c-b1d6-49977452b8be>

Mobile User Experience (UX) Design

Interaction Design Foundation

<https://www.interaction-design.org/members/sagnik-dey/certificate/course/a13c70c2-8261-4b90-b63d-ac0dd67e445a>

UX Interaction Design

DesignLab

https://trydesignlab.com/certificates/ux-interaction-design/sagnik/?utm_source=linkedin&utm_campaign=cert

Bachelors In Science (B.Sc) - 1998

Rani Durgavati University (India)