Mandrila Biswas

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Product Strategist | Experience Consultant

Professional Summary

Strategic product and experience leader with over 14 years of global experience building AI-driven, user-centric digital solutions. Expertise in delivering large-scale complex service products through Business Insights, Lean Thinking and Agile Design Process. Proven ability to align business goals, user needs, and system architecture into cohesive product strategies.

Core Competencies

- **Product Leadership:** Create product roadmap through value articulation and business case development
- **UX Strategy:** Expertise in crafting innovative products to solve problems and create sustainable impact
- **Team Enablement:** Experience facilitating cross-functional alignment and onboarding stakeholders
- **Tools:** Ideate on Mural, Miro; Product Management on Trello, Jira, Confluence; Prototype on Figma, Adobe

Areas of Expertise

Product Lifecycle Management	Prototyping	Scoping and Prioritisation
Product Strategy	Business Value Articulation	System Thinking
Data and Insight Analysis	Cross-functional Alignment	Innovation Strategy

Work Experience

Product Expert, Mercor Intelligence| Remote, Canada   Sep 2025 – Present
Influenced high-fidelity digital product decisions for next-gen AI.
- Drove design excellence and user-centric product innovation for topmost AI lab through output evaluation
- Vibe coded polished interface design by defining and adhering to design principles and usability guidelines
- Defined onboarding and feedback channels leading to high quality delivery directly improving product capability

Senior Consultant, Thoughtworks| Remote, India   Apr 2021 – May 2025
Led end-to-end UX strategy and product operations for digital services and internal tools.
- Delivered large-scale service products across public domains (health, energy, fin-tech), achieving 100% client satisfaction; Co-created AI-driven legal tech product for efficient contract reviews, reducing processing time by 40%
- Defined multi-region product roadmaps across 15+ countries aligning with regional compliance and ops priorities
- Defined OKRs and tracked product usage success metrics - increase in monthly users, net promoter score and feature demands, leading to iterative feature refinement and increased stakeholder buy-in for new features
- Partnered with engineering and delivery teams to iteratively release user-validated features based on roadmap
- Mentored talent and promoted thought leadership through talks and blogs with high industry engagement
- Conducted technical interviews bringing in talents with 100% appraised experience

Lead Designer, Samsung| Bengaluru, India   Mar 2016 – Jan 2020
Led design and go-to-market strategy for AI-powered mobile features.
- Defined long-term product vision for mobile AI features, securing buy-in from global planning teams
- Built AI-based mobile features, reducing user friction and improving adoption across subsequent device releases
- Created KPI-aligned product briefs with design and engineering partners leading to clear delivery roadmaps
- Formed and led a team of ideators to create a patented generative AI solution improving the innovation landscape

Business Strategist, Honeywell| Bengaluru, India   Apr 2015 – Oct 2015
Crafted organisation vision to make the Idea Incubation Lab efficient and productive.
- Mapped and interviewed stakeholders, created user journeys, analysed key touch points leading to innovation
- Applied cognitive neuroscience to design a creative culture that fosters innovation

Strategy Consultant, Pixfirst| Bengaluru, India   May 2014 – Jun 2014
Documented usability heuristic report of e-commerce platform.
- Conducted UX audits and created usability reports that identified key feature improvements for user groups
- Set up a process to capture user feedback that formed a sustainable improvement cycle

Founder, Neopundit| Bengaluru, India   Nov 2011 – Jun 2013
Developed brand and product line.
- Scaled an e-commerce brand by identifying emerging consumer needs and rapidly iterating on digital product lines
- Applied lean startup methods and data-backed product testing, growing sales by 200% within a year

Senior Executive, Landmark Group| Bengaluru, India   Nov 2009 – Nov 2011
Developed brand and product line.
- Conducted seasonal trend analysis and created product catalogs that set inventory style direction for store managers
- Directed and presented brand communication strategies to marketing agencies leading to targeted advertisement

Volunteer Experience

Mentor, Beayoutiful Foundation| Vancouver   Sep 2025 – Present
Volunteer as a mentor and soul sister to build confidence and wellbeing in women and non-binary youth.

Product Manager, Vedanta Amritam| Global   May 2023 – Present
Manage a community-owned educational program for courses in yoga philosophy and ancient Indian wisdom.

Education & Training

Professional Advancement Program in Product Management, UBC Sauder Continuing Business Studies   Jul 2025
Certificate in Yoga Teacher Training, Sivananda Ashram   Dec 2019
Master's Degree in Strategic Design Management, National Institute of Design   Oct 2016
Bachelor's Degree in Fashion Design, National Institute of Fashion Technology   Jun 2008

Awards & IP

- **Received the Nasscom Social Innovation Honours award,** for ICT-led Citizen Services Design 2014
- **Patented AI method and system of conversational interface for generating harmonious responses,** IN201841017870