



MANDRILA BISWAS

Experience Design Consultant

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SKILLS AND TOOLS

Business Value Articulation
UX Strategy
Service Design
Information Architecture
Experience Design
Insight Generation
Interaction Design
Behavioural Design
Organisational Design
Wireframing & Prototyping
Analytical Research

Adobe Suite (Illustrator, XD)
Figma
Mural
Trello

EDUCATION

Master of Design

MAY 2013 – OCT 2016 (2½ years)
Strategic Design Management
National Institute of Design

Bachelor of Design

MAY 2004 – JUN 2008 (4 years)
Fashion Design
National Institute of Fashion Technology

CERTIFICATIONS

Service Design: Designing for Experience Over Time

JUN 2021 - JUL 2021
Jon Kolko on Udemy

Bridging the Gap between Strategy Design and Delivery

JUL 2020 (95.34%)
Brightline Project Management Institute

Teacher of Yoga

DEC 2019. RYS 200 (92.09%)
Sivananda Ashram

WORK EXPERIENCE

Thoughtworks // APR 2021 – Present (2 years 4 months)

Senior Consultant : Business Architect for Global Experience Strategy.

- Created global programme roadmap by deep understanding of regional needs
- Created UX deliverables to take on-ground national health programmes to virtual
- Designed reward-based solutions for influencing an active lifestyle among citizen
- Articulate design values effectively to client to influence stakeholders' decisions
- Engaging in Thought Leadership activities - Talks and Blogs
- Leading design teams, envisioning the future roadmap and executing
- Conducted technical interviews to bring in talents for the UX team

Samsung // MAR 2016 – JAN 2020 (3 years 10 months)

Lead Experience Designer : Led UX strategy for mid-tier mobile phone segment.

- Proposed long term vision and product plan to the global product planning team
- Derived key insights to form better product/services value
- Delivered solutions for flagship devices in the domain of voice and device intelligence partnering with UI designers, developers and product managers
- Formed and led a team for an intrapreneural concept that was patented
- Reviewed and mentored teams for design process and prototyping use cases
- Volunteered as a cultural champion in order to bring about policy changes in the organization for gender equality & inclusion, employee benefits & rewards, change management that were implemented by the organisation.

Honeywell // APR 2015 – OCT 2015 (7 months)

Business Strategist : Crafted organisation vision to make the Idea Incubation Lab more efficient and productive.

- Conducted trend research on the technology theme of IoT
- Stakeholder mapping, interviewing key stakeholders, user journey mapping, pain points analysis at key touchpoints and finding opportunities
- Applied cognitive neuroscience to design a creative culture that fosters innovation
- Convert discovered opportunities to actionable plans
- Actively involved in hiring talents for the UX team
- Voluntarily reviewed and recommended books that were incorporated in the library

Pixfirst. SARL ESTCT. // MAY 2014 – JUN 2014 (2 months)

Internship : Documented usability heuristics report of e-commerce platform for professional photographers. This helped identify key features to improve. Also involved in setting up a process to capture and document user feedback.

Neo Pundit // NOV 2011 – JUN 2013 (1 year 6 months)

Founder : Design, Product development and marketing of a range of Graphic Totes, Cushion Covers and Wall Art. Set up virtual stores on 3rd party e-commerce sites. Took part in local business gatherings and flea markets.

Landmark Group // NOV 2009 – NOV 2011 (2 years)

Senior Executive - Design : Brand development of menswear lines Fame Forever and Smiley comprising trend research, trend adaptation of brand, setting seasonal style directions, sourcing, negotiating with vendors, fit & style approvals, working with buying team, marketing team and pan-India store heads.

A.P. Fashions // MAY 2009 – OCT 2009 (6 months)

Designer : Managed womenswear hi-fashion exports labels like Versace, Givenchy, Blumarine, Dolce & Gabbana etc.

Future Group // MAY 2008 – MAY 2009 (1 year)

Senior Executive - Design : Product line development for casual womenswear brands Honey, Dreamz..., Speedo and Lee Cooper. This involved trend research, trend adaptation, docket development, communicating styles to vendors and sourcing.

AWARDS

Nasscom Social Innovation Honours.

Easy Elect. Winner of ICT Led Social Innovation Concept. 2014