

Bhaskar Bhanja Product Designer

Bengaluru, Kolkata · Open to remote — India & global
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EXPERIENCE

Senior Product Designer — Mindteck

Oct 2024 – Present · Bangalore · Remote

Client: Everpure · **Product:** Pure Insights. Designing Pure Insights, the enterprise analytics platform of Mindteck's client Everpure — evolved from a portal-centric reporting experience into a scalable analytics platform focused on discoverability, performance monitoring, and executive decision making.

- Established the design foundations for the Pure Insights analytics platform, including color systems, typography, layout frameworks, reusable UI patterns, and scalable dashboard experiences
- Designed the platform's core surfaces — metrics dashboards, bookings performance reporting, and the mobile experience — for data-dense, executive-level decision making
- Applied the Everpure brand system (12-column grid, Familjen Grotesk typography, accessible color palette) consistently from brand expression through data-heavy product UI
- Created the brand's visual identity and delivered wireframes, high-fidelity UI, and interactive prototypes; stakeholder usability reviews reduced rework before development

Product Designer — Hiver

Feb 2024 – May 2024 · Bangalore · Remote · Contract

Customer support and email collaboration SaaS for enterprise support teams.

- Designed customer support and email collaboration workflows for Outlook-based support products
- Drove user experience improvements, interaction design, and feature enhancements for enterprise customer support teams
- Collaborated closely with product managers and engineers to deliver user-centric solutions in an agile environment
- Created wireframes, high-fidelity designs, prototypes, and developer handoff documentation

Product Designer — InfraCloud Technologies

Sep 2020 – Jan 2024 · Pune · Remote

Lead designer across product and web for a cloud-native (Kubernetes ecosystem) B2B services company serving a global technical audience.

- Led the company website redesign end-to-end — research, information architecture, UI design, engineering collaboration — driving an approximately 65% improvement in conversion rate after launch; 100+ appreciations on Behance
- Created and maintained the reusable component library powering product and marketing surfaces for 3+ years, keeping releases visually consistent while reducing design turnaround
- Designed developer-facing experiences for open-source tools (including Botkube) used by engineers worldwide
- Conducted usability testing and interface audits; shipped improvements that raised task completion and reduced support questions
- Produced style guides, site maps, and user flows adopted as the team's design source of truth
- Set UX best practices and design direction adopted across projects and devices as the team's design authority
- Collaborated daily with engineers in a fully remote, async workflow to ship pixel-accurate interactive UI

PROFILE

Product Designer with 12+ years designing data-dense B2B SaaS, enterprise, and developer-facing products — most recently as lead or sole designer owning product and web end-to-end. Deep specialization in design systems and design foundations (component libraries, reusable UI patterns, layout frameworks, documentation), enterprise UX, data visualization, and dashboard design — built at FusionCharts, InfraCloud, Hiver, Testsigma, and Mindteck. Led a website redesign that improved conversion rate by approximately 65% after launch. Remote-first collaborator with engineering and product for 5+ years.

[User research](#) · [Information architecture](#) · [User flows](#) · [Wireframing](#) · [Prototyping](#) · [High-fidelity UI](#) · [Usability testing](#) · [Accessibility](#) · [Developer handoff](#)

CORE SKILLS

PRODUCT / DESIGN

Product Design · UX Design · UI Design · Visual Design · Brand Identity · Interaction Design

SYSTEMS / COMPLEXITY

Design Systems · Information Architecture · Enterprise UX · Dashboard Design · Data Visualization · B2B SaaS · Developer Tools

PROCESS

User Research · Usability Testing · Wireframing · Prototyping · User Flows · Responsive Web Design · Mobile App Design · Accessibility (WCAG) · Developer Handoff

TOOLS

Figma · Design Tokens · Component Libraries · Adobe Photoshop · Adobe Illustrator · Adobe XD · Sketch · InVision · AI-Assisted Design Workflows

SELECTED PROJECTS

Pure Insights (Everpure) ↗

Enterprise analytics platform: portal-to-platform evolution, design foundations, dashboards

InfraCloud Website Redesign ↗

End-to-end lead; ~65% conversion-rate improvement; 100+ Behance appreciations

Auto eCare ↗

Freelance · automotive after-sales platform: web + companion mobile app, service scheduling, provider discovery

R2R — Right to Repair Digital Ecosystem ↗

Freelance · multi-stakeholder digital ecosystem connecting consumers, service providers, industry, and government

HomeLink eCare ↗

Freelance · connected home-care platform: service discovery, booking, and secure payments

FusionCharts ↗

Product UI, documentation, and marketing for a developer-focused data-visualization product

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EXPERIENCE

UI/UX Designer — Testsigma

Mar 2020 – Aug 2020 · Bangalore · Remote

Six-month fixed-scope engagement at a test-automation SaaS (developer tools).

- Designed conversion-focused web templates and marketing pages aligned to the product's visual identity
- Delivered wireframes, mockups, and interactive prototypes (Sketch, InVision) to validate concepts with stakeholders before build
- Led assigned design projects from concept to delivery within deadline and budget

Senior Visual & UI Designer — FusionCharts

Aug 2016 – Feb 2020 · Kolkata / Bangalore

JavaScript data-visualization product used by thousands of developer teams worldwide — foundation of my data visualization and dashboard design specialization.

- Designed customer experiences across product UI, documentation, and marketing for a developer-first audience
- Solved data-density design problems daily: chart-type selection, dashboard layout, visual hierarchy for complex information
- Managed multiple parallel design projects: scoping, deadlines, task assignment, delivery tracking
- Streamlined design workflows, improving project turnaround across the team

Visual Designer — Whitelion Technologies

Jun 2013 – Jul 2016 · Kolkata

Client-facing digital design.

- Designed responsive web experiences (mobile, tablet, desktop) for multiple client brands
- Partnered with marketing teams on conversion-focused campaigns and landing pages
- Maintained brand consistency across all digital channels for ongoing client accounts

CAREER EVOLUTION

Visual Design → UI → UX → Product Design

Strong visual foundation → broader product ownership

SELECTED PROJECTS

Testsigma

Conversion-focused web templates and marketing pages for a test-automation SaaS

EDUCATION & TRAINING

Diploma in Multimedia Design

Arena Animation, Kolkata
2002–2005

Bachelor of Commerce (B.Com)

University of Calcutta
Coursework completed through first year; program not completed

LANGUAGES

English	professional
Hindi	native
Bengali	native

CONTACT

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