

Sayani Bose

User Experience Designer

Phone: +91 9731455300

Website: www.sayanibose.com

Email: bose.sayani2@gmail.com

LinkedIn: [sayani-bose-a5683824](https://www.linkedin.com/in/sayani-bose-a5683824)

I am a multidisciplinary designer with **over 10 years** of experience spanning **data analysis, interior design, and UX design**. My diverse background allows me to approach design challenges with a holistic perspective, integrating analytical thinking with creative problem-solving. Driven by a passion for continuous learning and new experiences, I strive to deliver thoughtful, user-centric solutions that evolve with changing needs and contexts.

Work Experience

PRODUCT/ UX DESIGN

Internship

April 2025 – June 2025

PowerEdge (CaaS Fintech Startup)

Solo designer on a dual-platform fintech product (**mobile + web**)

- Spearheaded the end-to-end UX/UI design of a debt collection app for field agents and a performance-tracking web portal for their managers.
- Conducted **18 user interviews** and synthesized insights into personas, pain points, and user flows to inform the product strategy.
- Designed both platforms from scratch—creating wireframes, high-fidelity prototypes, and UI components aligned with user needs and business goals.
- Facilitated cross-functional collaboration with developers and stakeholders, ensuring on-time delivery of a usable MVP **within 3 months**.
- Balanced the needs of two distinct user groups (on-the-go agents and office-based managers), with a focus on usability in real-world conditions (e.g. fieldwork, low network zones).

INTERIOR DESIGN

Senior Interior Designer

Jan 2022 – Sep 2023

Storystudio

Part of a 5-member interdisciplinary team designing a 10,000 sq. ft immersive retail environment.

- Co-designed the KOHLER Experience Centre Bangalore—a **10,000 sq. ft** flagship showroom that showcases over **700 SKUs** through immersive, brand-driven spatial storytelling.
- Collaborated with a network of **30+ vendors** and contractors to ensure on-site feasibility, build quality, and timely project delivery.
- Applied principles of wayfinding, hierarchy, and modular design to optimize navigation, product visibility, and user decision-making on-site.

Head of Design

Mar 2020 – Feb 2021

Stories Design Studio

Led multiple residential design projects with a focus on user needs, cost-efficiency, and creative alignment.

- Directed **5 end-to-end** interior design initiatives, ensuring project timelines, stakeholder expectations, and execution quality were consistently met.
- Pitched and delivered **12+ tailored design solutions**, balancing user needs, spatial constraints, and aesthetic goals—similar to crafting user-centric product features.

- Applied iterative decision-making to optimize Bill of Quantities (BOQs), achieving an average 10% cost reduction across 5 mid-size residential projects.

Interior Designer

Nov 2018 – Mar 2020

Treelight Design

Applied human-centered design principles to luxury residential environments.

- Designed innovative layouts for **6 luxury residential spaces**, enhancing spatial usability and improving client satisfaction through tailored, user-focused solutions.
- Created comprehensive design documentation that standardized execution, **reducing delivery timelines by an average of 2 weeks per project** and improving team alignment.
- Led the visual merchandising direction for Magari's Christmas campaigns (2018 & 2019), crafting immersive seasonal narratives that boosted in-store engagement and brand recall.

DATA ANALYSIS

Senior Research Analyst

Jul 2015 – Dec 2015

Nielsen

- Transformed complex datasets into actionable insights, guiding key decisions in consumer goods and automotive industries.
- Mentored junior statisticians, improving team productivity and fostering skill development.

Business Analyst/Assistant Manager

Oct 2010 – Jun 2015

Genpact

- Conducted user behavior analysis for Fortune 500 US clients using advanced statistical methods.
- Created data visualizations and dashboards to effectively communicate insights across teams.
- Analyzed campaign performance and provided insights to inform future strategies.

Core Skills

- UX Design: User Research, Usability Testing, Wireframing, Prototyping, User Flows, Information Architecture, Accessibility Compliance.
- Collaboration: Cross-functional Team Coordination, Stakeholder Management, Agile and Iterative Workflows.
- Design Tools: Figma, Adobe InDesign, Adobe Photoshop, Adobe Illustrator.
- Data Analysis: Behavioral Analysis, Data-Driven Design, A/B Testing, Statistical Methods.
- Soft Skills: Problem-Solving, Effective Communication, Attention to Detail, Strategic Thinking.

Education

Google UX Design Certificate

Google via Coursera
Nov 2023 – Jun 2024

Masters in Interior Design

Florence Design Academy, Italy
Jan 2016 – May 2018

Masters (Hons) in Applied Economics

Presidency College, Kolkata
Sep 2008 – Jun 2010

Bachelors (Hons) in Economics

Shri Shikshayatan College, Kolkata
Sep 2006 – Jun 2008