

Arnob Mukherjee *Product Designer*

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Profile

"Connecting tech and business, with design."

I am a self-taught designer from India, with a passion for building and shipping products. I love to live the end-to-end lifecycle of a product, which enables me to see what it takes to build the right experience for the user, as I believe that it's a human behind the screen that I am building products for, and this drives me to be more user-centric.

Professional Experience

07/2020 – Present
Bangalore, India

Qubole

Member of Technical Staff UX

After rejoining the company, I worked on core Enterprise User Experience problems like opt-in for features like the adoption of beta features, optional features, and account features. Making an activity stream for all the account features that are getting shipped.

I also took the design team initiative to remove UX debt by redesigning the header of the application. The problems that the redesign solved are:

- Removal of clutter from header
- Categorization of important support and help systems and bringing them in one place, enabling better recall
- Introduction of the flair of personalization at the customer and user level
- Added a new way to learn the Qubole platform to activate new users and drive usage
- Designing the system to be scalable for future needs

12/2019 – 06/2020
Bangalore, India

Ola (ANI Technologies Pvt. Ltd)

Design System Manager

In this role, I primarily worked on operationalizing the DesignOps system for the team. I also built design system processes, and automated the design stack, and built guidelines for both the Rider App and the Driver App.

05/2018 – 12/2019
Bangalore, India

Qubole

Product Designer

I have been governing and maintaining the design system at Qubole, tackling inconsistency, inefficiency, and collaboration, on both micro and macro level.

I have documented the journey of building our design system (video [📺](#)), and here are the links to a 3-part blog series of our end-to-end process:

- [Birth of our New Design System - Part1](#) [📄](#)
- [Birth of our New Design System - Part2](#) [📄](#)
- [Birth of our New Design System - Part3](#) [📄](#)

I am also involved in solving complex enterprise based UX problems, which involves projects like:

- Increased user activity by leading a cross-functional Growth Team and improved product experience by reducing user frustrations through command and system progress visibility
- Increased new business through optimized customer signup process and self-guided product explorations with industry leading conversion rate
- Driving better user engagement from Qubole's transactional emails, and driving better design by revamping the Voice and Tone of emails to set the right path to help the user to take correct actions
- Driving visibility for the team across internet by driving initiatives like starting Qubole's Design Team's Medium [📄](#) blog

12/2017 – 04/2018
Bangalore, India

Qubole

Product Design Intern

During my internship, I started to lay the foundation of design system at Qubole, and envision the idea of shifting an 8-year old engineering driven product to a modern and simplified UI. This was a huge task which first involved convincing the leadership for the need of doing this by making strong cases in favor of the design system, followed by planning the process and executing it.

01/2017 – 11/2017
Bangalore, India

Bro4u

Product Design Intern

I was responsible for the entire redesign of the product at Bro4u, from the desktop web app to mobile. I defined everything between information architecture and visual design. I also handled the branding and visual communication, and helped them setup and adapt to the design culture. You can check out the site here [📄](#)

Side Project

01/2019 – Present

Culrs [↗](#)

Thoughtfully crafted and easy-to-use color palettes

For this project, **I play the roles of a Founder, Designer, Developer, Marketer, and Product Manager.**

Culrs is an open platform for you to choose color palettes for any application with extreme ease. The colors are curated and palettes are fashioned with colors that work together, creating beautiful combinations, keeping in mind the color wheel and color theory. I've written about the journey of what goes on behind building a side project [↗](#).

I believe random hobbies and side projects are the best way to remind yourself that there's more to you than just your day job. I wanted to re-live the end-to-end process of building and running a product.

By understanding the market need and catching up regularly with the power users of Culrs web app, I recently started working on the by-products of Culrs. And the first one we launched is Culrs Mac App [↗](#).

Talks

I am a hardcore design system enthusiast and have been trying to contribute in various places. I have given talks [↗](#) in design communities and was recently invited to speak at an international conference, UXIndia 2019 [↗](#) as a Design System Expert.