Anish Dasgupta

Product Design Lead and Strategist, San Francisco CA

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Summary

With over **11 years of experience**, I have a track record of **leading design initiatives** with high business impact across consumer, enterprise and SaaS products. My achievements include:

- Leading design on a **0-1 product** at Microsoft, from strategy and design through shipping/iterations resulting in 600+ enterprise contracts within 9 months of launching
- Proactively identifying business opportunities at Compass, driving a self-initiated research project on agent finance management that led to the creation of a new product vertical, and growth in the US west-coast market
- Creating the foundational design of the Postman (the API client) as their first product designer, that resulted in the company being able to grow to over 2m users, and go from being a free app to a paid app for teams and businesses
- Improving checkout flows at CureFit by 20%, and impacting a growth in subscriptions by 3x in 2 years
- Working in close collaboration with leadership to evolve systems and processes, in particular at Microsoft, where I was frequently involved in getting stakeholder buy-in from partners and executive leadership
- Partnering with product and engineering to deliver end-to-end solutions for problems of large scope and complexity

Experience

GLBT Historical Society Museum, Lead Designer and Strategist
[San Francisco, Jan 2023 – Present]

- Currently positioned to achieve a **2x growth in annual museum attendance** by implementing a multi-pronged strategy that involves building partnerships, scaling up events, optimizing website UX, and producing short-form video content
- Introduced design sprints to bring staff and board members together, prototype ideas and create actionable plans

Compass Real Estate, Senior Product Designer II
[Remote, Jul 2021 – Aug 2022]

- Led design on the Finances vertical that saw customer **adoption grow 60% over a period of 8 months**
- Crafted a mobile-centric product roadmap through workshops, research, and design sprints, aligning with a global strategy
- Identified opportunities within agent finance management, devised a data-driven strategy, and leveraged it to help multiple product verticals navigate roadmap intersections and feature prioritization
- Crafted a dashboard with data visualizations to help agents synthesize complex data and calculations
- Mentored UX designers as a project lead

Microsoft, Product Design Lead, Unified Search
[Feb 2019 – Jul 2021]

- Domain Lead on 'search extensibility', a new (0-1) product that helped unify search across third party apps
- Conceptualized and designed features on the product that led to **600+ enterprise contracts within 9 months** of its launch
- Pioneered product features like 'assisted search' and 'intelligent filtering' that increased customer adoption
- Collaborated with international teams to create design systems that established coherence across product verticals
- Established a framework to design accessible UX workflows within the team
- Worked with executive leadership to help alignment across stakeholder teams

Independent Design Consultant
[Dec 2015 – Feb 2019]

As a consultant, helped companies build award-winning products and brands, as well as managed projects and teams

CureFit, Senior Design Consultant
- Design Lead on multiple successful app releases that saw CureFit's user base **grow 3x in 2 years**
- Improved performance on subscription and checkout flows by 20% by reducing drop-off rates

Senseforth AI, Lead Designer ·
- Led design and research on the conversational bot platform "a.ware" that is now patented

Postman, Lead Product Designer
[Nov 2014 – Dec 2015]

- As Postman's first designer, solved complex design challenges in the developer ecosystem to create one of the most popular products in an API developer's toolkit
- Created design that helped grow the **user-base to over 2 million, and launch paid subscriptions**

Adobe, Product Designer
[April 2013 – June 2014]

- Part of the core team that pioneered an e-learning platform called Adobe KnowHow that grew to over **1 million users**
- Established a design system for Adobe Captivate 8, that laid the foundation for future versions and teams to build upon

Education

California College of the Arts
Master's in Interaction Design and Strategy
[San Francisco, Aug 2022 – Aug 2023]

- Specialized in Human Computer Interaction (HCI), with an additional focus in Strategic Management
- Trained in Strategic Foresight and used it as a tool in various interdisciplinary projects

National Institute of Design
Bachelor's in Graphic Design
[Ahmedabad, India, Jun 2008 – Dec 2012]

Awards

Merit Scholarship, California College of the Arts [2022 – 2023]
Winner, Sequoia Capital India Design Hackathon [2015]
Fellow, Unbox Design Festival [2012]
Winner, DesignQuest India [2012]

Teaching

Accel Montessori, Violin Teacher, Part-time
[Bangalore, Dec 2018 – Aug 2022]

- Created a violin program and taught a group of 5 students of various ages and successfully took them through 3 competitive grade exams under the Associated Board of the Royal School of Music, London (ABRSM)
- Focused on helping students compose, play by ear and develop a distinctive style

Skills

Product & Interaction Design / UX, Design Strategy, UX Research, Branding, Foresight Strategy, Systems Design, Leadership, Team Building, Design Sprints, Workshop Facilitation
Tools: Figma, Sketch, Adobe CC, Miro, SketchUp, Google Workspace