Rittam Debnath

Product Designer

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Experience

WHEELSTREET - INDIA'S LARGEST BIKE RENTAL SITE   Feb 2017 - Present

Proud to be a part of most prestigious accelerator out there the Y-Combinator.

Led design on both the web design system and the Android app. Facilitated cross-team collaboration and processes for evolving design systems at scale.Redesigned entire interface of the product which helped in the increase of user inflow and overall growth in business.

- Redesigned the Web side of the product which includes simplification of user renting a bike and navigating through different kinds of bikes that are available.

- Implemented lots of changes in the consumer app which is hosted in the google app store with over 100 thousand downloads(30k downloads in FEB).

- Improved the UX and more over added the refer and earn concept into the product, which helped in the rapid growth of the user base.

- I have also assisted the marketing team in various occassions like campaigns, social media marketing, creating banners and more.

- I have played a crucial role in building the Wheelstreet GO(WSGO) app from the ground up.

FREELANCE   Sep 2016 - Feb 2017

Medmy : all in one Healthcare services (Health made Easy)

- Intutive and Navigable Design especially Mobile Oriented Arch.
- Workflow: UX Thinking, Prototyping, Deliver UI.

Uptech idea Labs

- helped them build a flexible and simple UX for there business.
- Designing Wireframes, paper prototypes.

TECHNOVERT   Role: UI/UX Designer   May - Sep 2016

Product name : Keka

- Built Chrome Extension for keka.com
- Designed Hrpayrollsoftware.in
- Improved Usability via UX research.
- Created StyleGuides and Specs for
  better effeciency in design workflow.
- Designed Web Vendor portal for keka.com

NUCLEUS TECH   Role: UX, UI, Front End   2015 - May 2016

Clients: BeeryaniFitness.com, MadrasCoffee.in

- Understand the User centric problem and design a solution.
- Learning the User behaviour using Google analytics, Pattern analysis and
  develop an optimal solution.
- Managed Multiple Clients and helped them increase their customers
  via digital marketing.

Education

ST. MARTIN'S ENGG COLLEGE   2012 - 2016

B.tech in Computer Science

- Tech Adviser of Technology Awareness Month v3.0
- Head of Visual Effects of Technology Awareness Month v2.0
- Technical head at Swecha and EERF club
- Was the Founding member of EERF Club in the Campus

Languages

English   Hindi   Bengali   Telugu

Interests

Photography   Traveling
Piano   Biking