

# Subhranil Maity

## Product & Brand Designer

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### Summary

Data-driven Product & Brand Designer with an engineering foundation, specializing in end-to-end user journey mapping and conversion rate optimization. Successfully orchestrated design strategies across 6 user platforms, launching over 20 consumer products. Expert in deep user research, data-driven UX decisions, and translating complex business requirements into intuitive digital experiences with measurable impact on user metrics.

### Experience

#### Design Lead / Ecowell Health & Beauty Pvt. Ltd.

Nov 2024 – Present / On-site

- Led creative strategy and execution across 3 consumer brands (Ecowell, Lofia, Behandsome), driving product, packaging, digital, and marketing initiatives from concept to launch.
- Launched 20+ products across wellness, skincare, and men's grooming categories, delivering production-ready packaging, labels, and visual identity systems.
- Managed a multidisciplinary team of 5+ designers and content creators, establishing design standards, review processes, and scalable workflows that improved output efficiency.
- Directed consumer psychology research, competitor analysis, and color studies to align packaging with Indian consumer purchasing behavior and market positioning.
- Engineered Amazon A+ Content, storefront assets, and product infographics, achieving a 40% improvement in product page engagement metrics.
- Optimized brand websites, landing pages, and ecommerce interfaces through Conversion Rate Optimization (CRO) experiments, strengthening product presentation and increasing customer conversion rates.
- Produced advertising creatives for Meta Ads, Google Ads, and Amazon Ads across 5 digital channels, maintaining consistent brand communication.
- Established scalable design systems and brand guidelines spanning multiple product categories and sub-brands.

#### UI/UX & Visual Designer Intern / AiFalcon

Feb 2024 – Oct 2024 / Remote

- Architected a POS system from scratch for a U.S.-based startup serving malls, restaurants, and gas stations, deployed across 50+ merchant locations.
- Integrated user flows and data interfaces for a medical data visualization web application using data analysis with funnel analytics, utilizing Notion AI and ChatGPT for rapid ideation and collaborating directly with AI/ML software engineers.
- Completed 2 full products end-to-end, taking concepts from initial wireframes and prototypes through high-fidelity screens to final engineering handoff.

#### Freelance UI/UX Designer / Solution Crafter

Jul 2023 – Feb 2024 / Remote

- Crafted interfaces for 6 user platforms by developing comprehensive end-to-end user journey maps, designing management dashboards and community tools for school, college, and alumni network websites.
- Transformed ecommerce interfaces for jewelry and heavy machinery sales websites, delivering conversion-optimized shopping experiences.
- Guided a team of 3 designers across concurrent projects, achieving a 70% on-time delivery rate as the lead user interface designer.

### Capabilities

#### Hard Skills:

Interaction Design  
Visual Design  
Wireframing (Figma)  
Usability Testing  
User Research Methods  
User Personas  
User Journey Mapping  
Design Systems

#### Strategy & Analytics:

CRO  
A/B Testing  
Heatmaps Analysis  
Funnel Analytics  
Consumer Behavior

#### Marketing & Brand:

Product Packaging  
Brand Guidelines  
Amazon A+ Content  
Landing Pages

#### Software & AI:

Maze, UserTesting AI  
Notion AI, ChatGPT  
UX Pilot  
Adobe Photoshop  
Illustrator, XD

#### Soft Skills:

User Empathy  
Clear Communication  
Data Fluency  
Cross-functional Collab  
Ownership Mentality  
Design Judgment

### Education

#### B.Tech Civil Engineering

Cooch Behar Government Engineering College  
Sep 2020 – Jul 2024 / West Bengal  
CGPA: 9.22/10

### Awards

#### UI/UX Design Instructor

Mentored aspiring designers in UI/UX best practices  
2022 – Present

**1st Place — Wall Magazine**

## **UI/UX Design Intern / Lottle Pvt. Ltd.**

Aug 2022 – Feb 2023 / Remote

- Spearheaded the app and website design for a subscription-based pet care platform utilizing user personas development, A/B testing, and heatmaps analysis, simplifying pet ownership for 10,000 target users and improving retention.
- Produced marketing automation assets including email templates and social media graphics, supporting user acquisition campaigns.
- Drove 96% of the application's user interface design, delivering all screens from concept through implementation in close collaboration with cross-functional engineering and product teams.

## **UI/UX Design Intern / Infoz Techcrafts Pvt. Ltd.**

Dec 2021 – Aug 2022 / Kolkata

- Formulated an Ed-tech application from scratch to simplify student workflows, building all screens and interaction patterns.
- Delivered 90% of the application's user interface as the primary designer, collaborating with a 4-person engineering team on implementation.

Visual design competition across  
engineering colleges  
2022, 2023