

# Debsourabh Ghosh

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## Experience

**Global Delight** — Creative Designer Jul'14 - Dec'16

- Designed 3 award winning projects. Boom (iOS & Mac), Camera Plus (iOS, Watch) & Camera Plus Pro (iOS).
- 33 Million+ Downloads & Best of App Store 2014, 2016, 2018.
- Revolutionised the audio and video application market on iOS and Mac.
- Showcased Boom (iOS) at CES, Las Vegas in 2015 & Tech Crunch, NY in 2016.
- Designed Macro Photography UI for Camera Plus, first of it kind.
- Designed UI for Boom 2 on iOS and Mac (audio booster for Mac).

**Portea** — Sr. Product Designer Jan'17 - Feb'18

- Reduced inference time on the support dashboard for the call centre team. 20% faster issue resolution and 40% faster fetching user data.
- Redesigned iOS app, boosted user adoption by 12% through UX improvements
- Served 4M+ patients across 14 cities in India, helped patients receive support 20% faster.

**Typeset** — Sr. Product Designer Apr'18 - Apr'19

- Designed experience for writers to collaborate better, leave comments, make edits and have multiplayer editing experience, invites increased by 12%
- Conceptualised a way to import MS Doc files and quickly edit it; imports increased by 47% making is easier to format research papers.
- Designed a custom metric to distinguish good vs. average users via a new onboarding journey. A/B testing showed higher feature usage and 17% increased retention.

**Bounce** — Sr. Product Designer Apr'19 - May'20

- Redesigned the iOS app, boosting retention by 22% and usage by 31%.
- Spearheaded the design strategy to implement Bluetooth enabled bike experience; end to end design ownership and adoption rate of over 36%.
- Designed for user behaviour shaping, increasing proper bike parking, helmet return, and parking in valid spots. Increased valid parking by 14%.
- By presenting my vision to stakeholders, I was able to rally support around my design, resulting in strong alignment and adoption of the user journey concepts.

Experience

**Appsmith** — Lead Product Designer Aug'20 - Sep'23

- Increased user adoption by 12% after redesigning core features; drag-and-drop canvas, secure database connections, and query writing as founding designer.
- Led design strategy for enterprise features; Git integration and ABAC/RBAC, and streamlined free-to-paid user upgrades, boosting paid users by 15%.
- Boosted team unity at Appsmith through weekly design reviews and team-building activities, enhancing morale and engagement.
- Spearheaded efficient design handoff and review process with stakeholders, collaborating with PMs and EMs to deliver impactful projects on time.

**Spoda.ai** — Co-Founder & Head of Design Dec'23 - June'24

- Achieved a 19% increase in user engagement by redesigning the AI conversation experience, resulting in a 3x decrease in bounce rate.
- Implemented unified navigation experience for users to browse data quickly leading to 24% increase in average time spent on a page.
- Designed the first AI-powered win probability widget for cricket, predicting event outcomes based on various user parameters.
- 11,000 user by end of IPL 2024 and T20 World Cup 2024.
- Designed clean, minimal patterns that stood out from flashy sports websites acting as a clear visual demarcation.

**Seekout** — Senior Product Designer Nov'24 - Present

- Building one of its kind, AI powered hiring pipeline for clients like Meta, Amazon & Discord.
- Designing agentic powered interviewing platforms.
- Working closely with Discord to deeply integrate their ATS with our product and designing fully functional loops that streamline candidate evaluation and feedback.
- Building dashboards that give a bird's-eye view of the pipeline with the ability to drill down into specific levels for clients and leadership at Seekout.
- Contributing directly to code using AI. Cutting down iteration time by over 80%.