

# Debsourabh Ghosh

Product Designer based in Bangalore

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## Experience

**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

**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 9%.
- 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.
- Helped hire more designers and interviewed, mentored and guided them to ease into building the only open-source low code internal tool builder.

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

- Redesigned the consumer 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 56%.
- Used design for user behaviour shaping, increasing proper bike parking, helmet return, and parking in valid spots. Increased valid parking by 14%
- My leadership secured stakeholder buy-in and led to impactful user journey concepts.

Experience

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

- First of its kind research paper formatter and writer, 97% faster than MS Word
- Reduced paper formatting effort by 90% per paper
- Designed experience for writers to collaborate better, leave comments, make edits and have multiplayer editing experience.
- Increased retention by 34%. Ivy league colleges were prime users.

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

- Led designs for customer and operations verticals.
- 4 Million+ Patients used Portea in 14 cities
- Portea files for IPO in 2024
- Increased user adoption by 12% after making low effort UX changes on the consumer applications
- Reduced inference time on the support dashboard for the call centre team. 20% faster issue resolution and 55% faster on getting user data. New clean design meant better IA for the support specialist to look for data.

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

- Designed 3 award winning projects. Boom, Camera Plus, Camera Plus Pro
- 27 Million+ Downloads & Best of App Store 2014, 2016, 2018
- Revolutionised the audio and video application market on iOS and Mac
- Showcased products at CES, Las Vegas in 2015 & 2016 and Techcrunch, NY in 2014
- Designed Macro Photography UI for Camera plus, first of it kind. Sold over 90,000 units.
- Designed UI for Boom (audio booster for Mac). Sold over 120,000 units and best of App Store, 2015.