Debanjana Saha
Product Designer

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Experience

LivePerson / Senior Product Designer
February 2021 - Present, San Francisco

I lead design for Liveperson's AI and Automation vertical covering LLM- powered Conversational Cloud and Voice AI solutions. I strategize upcoming design efforts, covering the adoption, engagement, and conversion.

I work closely with product leadership, data scientists, the engineering team, solution consultants, and the marketing team to translate ideas into solutions. 70% of my daily tasks include crafting these ideas into interfaces, ready to ship as new capabilities.

In 2022 I received the prestigious LivePerson Focal Grant award for my design initiative of restructuring Conversational Cloud navigation based on principles of design. Since then, I have been at the forefront of efforts to develop a new LP design system.

Adobe / Experience Designer
September 2016 - June 2019, India

I crafted design frameworks to help enterprises adopt Adobe Experience Cloud. This was part of the sales-focused design innovation team and involved strategy, service, and product design.
Led global teams to execute experience strategies for clients like LVMH, FIFA, Porsche, DirectTV, and the Indian Government, resulting in a $25M acquisition.

As a team lead, collaborated with managers and strategists to build a culture of design through transparency & advocacy by setting contexts of the team's work with other contributors within Adobe.

TinyOwl / UI/UX Designer
February 2015 - May 2016, Mumbai

As a member of the core product and design team, I worked closely with the tech & marketing teams to build moments of delight in the food ordering experience. I have led design on design experiences for payment strategy, B2B experience, and growth campaigns.

Adobe / Graduate Intern
January 2014 - September 2014, Bengaluru

Designed a new digital platform for Adobe's
e-learning suite; responsible for feature exploration as well as user experience on the iPad – from initial concept to user testing.

Ideaspice/ Graphic design Intern
April 2013 - June 2013, Mumbai

Collaborated with design team for multiple branding projects using typography and illustrations for various spheres of communication.

Ogilvy / Creative Intern
April 2012 - June 2012

Designed various marketing campaigns for clients like Vodafone and Tata Team. As a creative hustler, worked on branding, digital illustrations and other marketing collaterals.

Education

California College of the Arts
MDES in HCI
2019- 2020

National Institute of Design
BDES in Graphic Design
2010- 2014

Honors

LivePerson Focal Grant
Recipient of 2022

All College Honors 2020 recipient
CCA Graduate Interaction Design

Adobe Summit 2018
Presenter in the field of Media & Entertainment.

Grace Hopper Celebration
of Women in Computing fellow, 2018

Rajya Puraskar Award
Awarded by the Governor of West Bengal, India as a Rajya Puraskar Guide.

Volunteer at Make a Difference
A 'Discover' volunteer, focused on helping children in need to build their career paths that are in sync with their interests in life.

Proficiencies

Design
Storyboarding, Interaction/UX Flows, Information Architecture, Wireframing, Prototyping, Visual Design, Illustrations, and iconography.

User Research & Analysis
User interviews, Survey, Personas, Contextual Inquiry, Focus Group, Task analysis, Affinity Map, Empathy Map, User Journey Map, A/B test, Usability Test.

Tools
Figma, Adobe CC, Sketch, Framer, Proto.io, Invision, Principle, Marvel, Final Cut Pro, Keynote, Microsoft Office, Zeplin, Hype, HTML/CSS.