Bidyut Bera

Senior Product Designer | B2B SaaS, Enterprise Software & Fintech

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SUMMARY

Senior Product Designer with 6 years of experience across 14+ products. Specialised in **B2B SaaS, enterprise software and fintech,** with experience in six other domains. Spent 3 years designing complex SaaS: an ERP for a Dubai free zone, a no-code app builder, a six-portal edtech platform and a multi-role job portal. Led UX on the Karnataka Bank app redesign, now rated **4.7 on Google Play with 1M+ installs**. I own work end to end, from research and information architecture to visual direction, design systems and developer handoff. I mentor designers and use AI to speed up research, design systems and prototyping.

SKILLS

Product & UX: End-to-end product design for B2B and B2C (web, iOS, Android, VR), B2B SaaS workflows, admin consoles, user and role management, dashboards, information architecture, user flows, wireframing, responsive web, prototyping

Visual Design: Visual direction, UI design, typography, colour, iconography, illustration; design systems (tokens, multi-brand theming, light and dark mode, component libraries, WCAG)

Research: User interviews, field research, usability testing, heuristic evaluation, competitive benchmarking, stakeholder workshops, synthesis

AI & Tools: Claude, ChatGPT, Figma AI, Figma MCP, Figma, FigJam, Adobe Illustrator, Photoshop, InDesign, Principle

Domains: B2B SaaS (3 years), enterprise software (ERP, admin platforms, no-code builders), fintech, banking and wealth, EdTech, HR tech, healthcare, agritech, gaming, VR

AWARDS & ACHIEVEMENTS

- **Red Dot Award 2021** for the Cloudnine pregnancy and newborn care app
- **Star Award 2025**, NetBramha Studios, for leadership across client projects
- **Craft Champion Award 2023**, NetBramha Studios, for design quality across client projects
- **Meritorious Award 2021**, National Institute of Fashion Technology (NIFT), for strong academic performance

EXPERIENCE

Senior Product Designer (Freelance) | Independent · 2026 – Present

HR-tech job portal (client under NDA) – *B2B + B2C SaaS, web and mobile*

- Sole designer and design-system owner for 5 products across candidate, employer, admin and super admin.
- Redesigned the visuals of every product, and designed the employer app and super admin console from scratch.
- Built 277 tokens in 5 layers, so one brand switch gives 4 colour themes from a single component set.
- Created 82 component sets and 534 variants, then rebuilt about 600 screens across 7 surfaces on them.
- Cut new-screen build time by about 40% and UI bugs in QA by about 35% with documented usage rules.

Senior Product Designer (official designation: Sr. UX Designer) | NetBramha Studios · Apr 2023 – Sep 2026

Karnataka Bank, KBL Mobile Plus – *B2C fintech, iOS and Android*

- Designed **12** major flows end to end, including onboarding, home, payments, UPI and deposits.
- Ran 45 user interviews across 5 cities and an expert review that surfaced 84 usability issues.
- Cut fund-transfer entry points from 11 to 1, and regrouped 23 scattered modules into 4 clear sections.
- Co-led the visual direction and built most of the design system: 70 tokens across 3 persona themes.
- Launched in Jan 2026; **rated 4.7 on Google Play with 1M+ installs**.

EZMS x Meydan Free Zone, Dubai – *B2B SaaS ERP, enterprise web*

- Led the admin track, and ran on-site research in Dubai: 38 sessions with 80 people in 15 days.
- Turned hard-coded rules into no-code builders for services, workflows, forms and user roles.
- Cut 24 admin menus to 6 groups; designed all admin visuals and chose Satoshi after a legibility test.
- Got 10 modules (about 700 screens) signed off, projected to cut service setup from 2 weeks to 1 day.

KubiX – *EdTech, B2C + B2B, mobile app and 5 web portals*

- Led design for a 6-portal career-guidance platform, delivered in 4 months by a team of 3.
- Cut the career assessment from about 145 screens to 5 games; 85% of students finished it in tests.
- Set the visual direction, illustrated and animated the games, and owned a 278-variable design system.
- Mentored a UX designer who designed 3 portals (about 210 screens) with zero local components.

AppKnit – *B2B SaaS, no-code app builder*

- Designed the full admin platform end to end: user management, roles and permissions, and settings.
- Built guided onboarding with in-context help, lifting completion by 30% and cutting setup time by 40%.

Nippon and Geojit – *B2C wealth and investments, web*

- Nippon: owned UX, visual design and prototypes for all post-login platforms.
- Geojit: redesigned the pre-login website and its design system.

UX Designer | NetBramha Studios · Jan 2021 – Mar 2023

- **Cloudnine** (healthcare): designed a pregnancy and newborn care app that won a Red Dot Award in 2021.
- **Adda52** (real-money gaming, 3M+ players): reworked IA and onboarding; sign-up completion up 18%.
- **Ninjacart** (agritech lending): designed an invoice-loan flow, cutting application time from 10 to 4 minutes.
- **Seedworks** (VR): designed a 360° farm demo on Oculus Quest 2, used in 50+ dealer and farmer demos.

Product Designer | Augle.AI · May 2020 – Aug 2020

- Designed an AI face-recognition and temperature-screening app for touchless check-in during COVID-19.
- Redesigned the company website on a new design system, from structure to high-fidelity prototype.

AI-ASSISTED WORKFLOW

- **Research:** cluster interviews and app reviews with Claude and ChatGPT, cutting synthesis from a week to 2 days.
- **Design systems:** set up tokens, modes and variants with AI and the Figma MCP, then audit bindings by script.
- **Visuals:** generate illustrations and characters with AI image tools, and list edge-case states before build.

EDUCATION

Bachelor of Design, Communication Design | National Institute of Fashion Technology (NIFT), Chennai · 2017 – 2021

CERTIFICATIONS & LANGUAGES

Certifications: UI/UX Design Specialization · User Experience Research and Design Specialization

Languages: English (full professional) · Hindi (full professional) · Bengali (native)