

DEBESHI GHOSH

Product Designer and Strategist with 3+ years of experience developing sustainable and ethical solutions, driving scalability and customer satisfaction. Looking for User Experience Design roles.

portfolio: <https://debeshighosh.com>
more on: [linkedin.com/in/debeshighosh](https://www.linkedin.com/in/debeshighosh)
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email: debeshi.gh@gmail.com
Pittsburgh, PA. Willing to relocate.

EXPERIENCE

CyLab Usable Privacy and Security Lab, Carnegie Mellon University

Pittsburgh, PA

Design Researcher - Prof Norman Sadeh, Prof Lorrie Cranor

May 2024 – Present

- Conducted user research for 30 participants through structured interviews to evaluate PWC Privacy Threat Modelling framework for auditing user experience related to privacy notices and choices in AI, IoT and mobile applications
- Created storyboards on Figma to illustrate user interfaces and user flows for threat identification during user research
- Designed, wireframed, and prototyped the privacy dashboard and choices in the IoT Privacy Infrastructure Application that gives users control over data practices related to their personal data collected by IoT devices in smart cities

Godrej Industries

Kolkata, India

Senior Executive - Design Strategy

Apr 2021 – Jul 2023

- Won the Spot Award for leading the Design Standardization initiative to improve product development efficiency by 50% for 1100+ units
- Led a training program for 55 sales executives to communicate design USP and concept, achieving a 33% uplift in sales efficiency
- Enhanced revenue to cost ratio by 7%, securing C-suite endorsement for unfeasible projects by developing architectural concepts employing the design standards on AutoCAD, SketchUp and Rhino
- Designed the Product Launch customer experiences for 3 projects, generating USD 7.5 million in revenue

Data Sutram

Kolkata, India

Product Designer

Oct 2020 - Mar 2021

- Designed an end-to-end SaaS enterprise platform from concept to deployment that aggregated structured data to synthesize insights for retail enterprises to make strategic decisions
- Prioritized features in collaborative design sprints with engineering and business teams, balancing technical constraints, delivery timelines, revenue goals, and user needs derived from research
- Managed product release, including concept development, website redesign and product documentation. Developed a component library and style guides for consistency across product development and marketing initiatives
- Achieved a 500+ user adoption rate and onboarded two major retail and service companies

EDUCATION

Carnegie Mellon University

Pittsburgh, PA

Master of Integrated Innovation for Products and Services | GPA 3.89/4.00

(expected) Dec 2024

- Courses: Integrated Product Development, Launching New Products, Designing AI Products*, Technology Strategy, AI and IOT for the Real World (**ongoing*)
- Leadership: Teaching Assistant in School of Computer Science (Ethics and Policy Issues in Computing) and Tepper School of Business (Negotiations)

School of Planning and Architecture

Bhopal, India

Bachelor of Architecture | GPA 8.0/10.0

Aug 2020

SKILLS

User Experience Design: Wireframing, Prototyping, Visual Design, Design systems, User Flow Mapping, Service Blueprinting, Data Visualization, Information Architecture, Storyboarding

User Research: Technical Documentation and User Guides, User Interviews, Journey Mapping, Contextual Inquiry,

Tools: Figma, Miro, Adobe Photoshop, Webflow, Python, Arduino