

Chayan Roy

Product | Design Leader

Currently in Berlin, Germany

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I have been making products for industries like music, team messengers, e-commerce, education and fin-tech. Along the way I have consulted for Fortune 500 MNCs, Venture Capitals, SMEs, and startups, often being responsible for acquisition, retention, and engagement apart from owning the experience.

Over the last 10 years, I've built & mentored product teams, evangelized design to business leadership, helped startups raise capital and bridged user & business goals.

WORK EXPERIENCE

Senior Product Designer at **Native Instruments**

Sept 2017 - Present | Berlin

NI is a major player in music production and DJing domain, they make both HW and SW. They have an annual revenue of \$90M+.



Sleeves rolled up Product Designer for **Traktor** owning core experience, how it fits w/ rest of NI's ecosystem, product strategy for retention & engagement.

Rallying the team around a shared user-focussed product strategy, shaping the product roadmap based on ROI while shipping products and features in partnership with Soundcloud and Apple.

Shipped:

- **Traktor Pro 3** and long standing features (SW)
- **Traktor Kontrol S4** (includes Haptic Drive) (HW)
- **Traktor Kontrol S2** (HW)
- **Traktor Kontrol S3** (HW)
- **Traktor DJ** (app of the year in app store)

Head of Design at **CasaOne**

Jun 2017 - Sep 2019 San Fransisco | Bangalore | Remote

CasaOne is a leading furniture rental startup in US, having raised \$77.5M from the likes of Accel Partners which funded companies like Facebook, Slack, Dropbox.



As a part of the leadership team at CasaOne, I managed the Product Design team, contributed to the product strategy and roadmap

KPI:

- Shipped two furniture rental e-commerce products from scratch.
- Brought in pragmatic data-driven design approach and urged Product Managers and Designers to regularly check the impact of a feature and iterate as required looking at both quantitative and qualitative data.
- Within a couple of years of launch, CasaOne is making revenue of 40.2\$M - thanks to the sales teams and sharp co-founders. It has customers like Facebook, Airbnb, Salesforce among others.



Experience Design Lead at Redbus

Feb 2017 - Jun 2017, Bangalore

Redbus is a major travel ecommerce player in India. It raised VC funds close to \$10M, was later acquired by Go-Ibibo and later merged w/ Makemytrip to form Asia's largest travel conglomerate.

Lead the **Product Design** team of 12 UX designers, a 5 member **Marketing Design Team** and a 3 member **User Research** team for B2C and B2B platforms.

KPI:

- rPool and [Bus Hire](#) was strategically researched and designed ahead of business requirement utilizing extra bandwidth and helped launch the app faster in the market than was expected
- Took Redbus from a ticket-based to a performance/lead-based marketplace model.
- Led the omni-channel Customer Experience Revamp across multiple touch-points for redBus. These led to a 40% drop in the number of calls for refunds and journey issues. Redesigned their android app w/ contextual messaging and action depending on the status of the trip, redesigned their tracking application and the SRP which led to an increase in CTRs and eventually the revenue.



Interaction Designer at Directi

Nov 2015 - Jan 2017, Bangalore | Bombay

Directi is the parent company for Flock and Zeta

KPI:

- [Flock](#) believes that the in-chat app experience is broken and some tasks are left to UI than bots or slash commands.
- Worked on app integrations and in-chat apps platform - a massive platform overhaul which transformed Flock from being a just another chat app to a fully integrated team messenger.
- Since the launch of the App store in June 2016, engagement with Flock increased by 30%. Over half of all daily active users engage with these apps and have made a ton of integrations. In creating the apps, the product and dev team designed a proprietary platform which allows users to interact w/ these apps - inside the chat window and via sidebar, without the slowing down the in-chat app experience.



Experience Design Lead at Tata Consultancy Services

Jul 2012 - Nov 2015, Bangalore | Calcutta

Started as a Service | CX Designer and then moved onto become a Lead. While consulting for one of the big four audit firms in US, I've worked on service design and re-designed CX across the crucial touch points.

KPI

- Built the UX team from ground up, mentoring interns and experienced professionals. Established the UX practice and introduced pragmatic qualitative user research.
- Built Knome which is like a social platform before even linkedin existed for intra-company engagement and retention of employees.
- Built a new learning experience platform complete w/ LMS, a mobile app which served as ready reckoner and connecting it w/ Tata's re imagined 300k+ social workplace. This gamified social learning initiative led 70% increase in engagement of otherwise defunct & compartmentalized L&D platform.



Product Design Intern - Hindustan Aeronautics Limited

Dec 2010 - July 2011, Bangalore

Worked on my graduation project which involved:

- aircraft aerodynamics/wing design
- fatigue tolerance and fail safe framework
- an aviation software to simulate crash landing

Product Designer - Independent

Jun 2007 - Jul 2011 Bangalore

Have worked for a bunch of startups and fortune 500 companies on product design.

DESIGN ADVISORY AND CONSULTING



EDUCATION

Bachelor of Engineering

Computer Science 2007 - 2011