ANKUR BANERJEE

Senior Product Designer · Design Systems & Dashboards

Bengaluru, India · hello@ankurbanerjee.com · ankurbanerjee.com · linkedin.com/in/sparrowofeden

PROFILE

Senior product designer with 8 years across enterprise energy, fintech, marketing data, and food safety. I design end-to-end experiences for complex operational products: design systems, data-heavy dashboards and admin tooling, and the customer-facing apps built on the same underlying system. I work at the system level (information architecture, design systems, interaction models) and still sweat the detail. I run discovery with PMs and engineers, facilitate workshops to align stakeholders, and prototype early to de-risk decisions.

CORE SKILLS

Design End-to-end Product Design · Interaction Design · Information Architecture · Design Systems · Enterprise & Admin Tooling · Dashboards

Process Discovery & User Research · Journey Mapping · Prototyping · Design Thinking Workshops · UX Audits · Cross-functional Collaboration

Tools Figma · Sketch · Zeplin · Flinto · Adobe Creative Cloud

EXPERIENCE

Deloitte
Jul 2025 – Present

Senior Design Consultant · BPCL, Gas business unit — Bengaluru

- Design lead for the Gas business unit, owning B2C and B2B experiences end to end across PNG, asset management, and operations & maintenance platforms, from problem framing through prototyping and handoff.
- Redesigning the Customer 360 dashboard in the admin portal, building flows on the existing layout to give internal operators one usable view of a customer.
- Revamped the Hello BPCL app's home experience, mobile-first, with business-unit entry points personalised to each user's services and area, plus quick actions and an outlet locator.
- Rebuilt the B2C design system with a proper token library and an expanded status palette (error, warning, info, success), replacing an older system that had no tokens.
- Mapped the PNG customer registration journey and designed the portal experience around it.
- Facilitate design thinking workshops with client stakeholders to align on the problem before design starts.

FoodReady
2024 – 2025

Lead Product Designer — Remote

- Led design across core modules of a compliance platform, including Incident Management, HACCP, Track & Trace, Reports, Settings, Email Systems, and Admin Controls.
- Built and maintained the design system: component libraries and prototyping standards for a scaling platform.
- Ran UI/UX audits across product and web, turning findings into a prioritised fix roadmap.

Lifesight
2022 – 2024

UI/UX Designer — Bengaluru

- Partnered with product managers from wireframe through ship on a marketing and customer data platform.
- Ran user research and live session observation, surfacing edge cases missing from the product spec.
- Refined and extended the design system for new use cases as the product surface grew.
- Led internal Figma workshops to raise design literacy and improve handoff across non-design teams.

Open Financial Technologies
2020 – 2022

UI/UX Designer — Bengaluru

- **Zwitch —** Designed the platform dashboard and interface from zero, unifying different data types and user scenarios.
- **OpenBook —** Mobile banking and cards screens.
- **Open (core) —** Email communication system, website, and product UI.

Earlier roles: visual design, animation, video
2017 – 2020

Wife (Sr. Art Executive) · The Bucketlist (Visual Artist) · Gracenote (Rich Media Editor) · Packt (Video Editor)

- Branding, animation, and video work for brands including Asian Paints, Colgate, and ByteDance/TikTok. At Packt, streamlined the editing workflow and took team output from 3–4 to 8–9 videos a month.

EDUCATION & CERTIFICATION

BSc. Animation & Multimedia — Lovely Professional University

Interaction Design Foundation — UX coursework