

Pabitra Patra

Product Design Lead | Research-Led Design and AI Products | 7+ Years

Hyderabad, India | +91 8910142287 | pabitrapatra.ux@proton.me

pabitra.work | linkedin.com/in/pabitra-patra-17311b19b

Professional Summary

Product design lead with 7+ years of research-led design, growing design maturity and culture in teams while staying a hands-on individual contributor throughout. For Nokia, let one operator do the monitoring work of 15 and catch over 40% of faults early, up from none. For Extreme Networks, helped IT teams fix network problems twice as fast. At Fountane, grew the design and research practice from 4 to 20 and cut revision cycles by 50%. Now helping startups and design agencies with MVPs, UX audits and long-term product and AI roadmaps.

Experience

Product Design Consultant

Independent | Hyderabad, India | November 2025 to Present

- **Virtu3D AI Whiteboard:** end-to-end UX audit with an 18-principle AI experience scorecard benchmarked against three competitors; delivered 12 prioritised findings.
- Through several workshops with stakeholders, design and dev teams and power users, prioritised findings into a long-term roadmap and built the MVP in code (Vercel), moving AI from a side chat panel onto the canvas.
- Supported kick-off workshops, MVP design and initial style guides for two Bengaluru-based design studios (EV battery swapping, startup support).

Practice Head, Product Design & Research

Fountane Inc. | Hyderabad, India | July 2024 to November 2025

- Built design systems, interaction standards, research operations and discovery rituals; defined UX metrics aligned to product OKRs, cutting revision cycles by **50%**.
- Grew the design and research practice from 4 to 20 designers and researchers, all direct reports; set up the hiring process, career ladders and role KPIs for current and next levels.
- **Virtu Configurator:** led design of a 3D garment configurator that lets merchandisers try fabrics and colours themselves, instead of describing ideas to a 3D specialist and waiting.
- **Cascaid SecondRead:** designed and shipped plain-language mammogram results, so women understand their report instead of decoding text written for doctors.
- **Agentix.ai and Collision Clarity (agentic AI):** designed AI agents that keep people in charge, so users can see what the agent is doing, step in and fix mistakes.

Product Design Lead

Fountane Inc. | Hyderabad, India | January 2023 to July 2024

- **Virtu3D AI (3D fashion PLM):** brought end-to-end 3D retail product management into one seamless workflow where designers, merchandisers and 3D specialists collaborate from idea to tech pack; raised task completion and reduced errors.

- **Cascaid (regulated healthcare):** patients skipped required clinical tests because reminders felt pushy; designed gentler, research-backed, A/B-tested nudges that encouraged them while keeping their trust.

Experience Design Consultant

UXReactor | Hyderabad, India | April 2021 to November 2022

- **Nokia Experience Center (32M-subscriber telco):** operators lost 40 to 50% of their day jumping between five tools. Brought them into one workspace with early warnings, so one operator could do the work of 15 (tracking 30,000 experiences instead of 2,000) and spot over 40% of faults 20 to 30 minutes early, up from none.
- **Extreme Networks (ExtremeCloud IQ):** IT admins managed their networks through a fragmented cloud tool. Redesigned it based on research with them, so they fixed network problems twice as fast; also shipped a design system of reusable components and patterns.
- Facilitated C-suite design strategy workshops for Orange, Telefonica and VMware, shifting roadmaps.

Senior Interaction Designer

UXReactor | Hyderabad, India | March 2020 to April 2021

- Delivered enterprise web and mobile experiences for ExtremeCloud IQ and Deepfactor, refined through iterative usability testing; built a component library that reduced cross-product inconsistency.

Interaction Designer

UXReactor | Hyderabad, India | January 2019 to March 2020

- Supported wireframes and interaction design for VMware VeloCloud, building seamless SD-WAN monitoring.

Skills

Design: Product, interaction and visual design, user-centred design, UX for AI and agentic products, user flows, wireframes, design systems, tokens and component libraries, information architecture, high-fidelity and AI-assisted prototyping in Figma and code, accessibility (WCAG)

Research: User research, in-depth interviews, contextual inquiry, usability testing, A/B testing, heuristic evaluation, jobs-to-be-done, personas, design thinking, mixed-methods synthesis

Leadership: Design leadership, experience strategy, UX maturity building, hiring, career ladders, mentoring, research operations, UX metrics and OKRs, workshop facilitation, global cross-functional collaboration

Tools: Figma, Lookback, Paper, GitHub, Vercel, Cursor, Claude Code, Antigravity, Codex

Education

Interaction Design & UX Research (Certification)

UXDA / UXReactor | Hyderabad, India | August 2018 to December 2018

- Training in Human-Computer Interaction (HCI), Interaction Design, UX Research and Usability Testing.

Bachelor of Technology (B.Tech), Electronics & Electrical Engineering

KIIT University | Bhubaneswar, India | July 2014 to April 2018