

Rupashree Dutta

Product Designer

rd.rupashree@gmail.com | +1 647-866-0303 |
rupashreedutta.com | linkedin.com/in/rupashreedutta

Toronto-based product designer with 5+ years of experience driving end-to-end UX for B2B SaaS and enterprise systems. Deep expertise in launching 0→1 products, simplifying complex user flows, and building scalable and accessible designs.

Skills

- User research: Interview planning & facilitation, scripts, synthesis, reporting, surveys, cognitive walkthrough
- Design & Prototyping: Storyboarding, wireframes, interactive prototypes, design systems
- Usability Testing: Hypothesis testing, heuristic evaluation, A/B testing
- Tools: Figma, Axure RP, InVision, Sketch, Zeplin, Adobe CC, Miro, Mural, Html/ CSS/ JS
- Standards: Responsive web design, WCAG 2.1 AA, CPAAC-certified
- Others: UX strategy and roadmapping, evaluation of AI tools for design automation, rapid prototyping, and code generation, vibe coding

Experience

Senior Product Designer | Tata Consultancy Services (TCS)

2022 - Present

Compliance Tools (PwC US)

- Redesigned a multi-role compliance admin dashboard into a decentralized, role-based experience—improving navigation and reducing user errors by 45%, cutting support tickets by 40% and speeding up audit responses
- Conducted heuristic and accessibility audits of a compliance tool, enhancing usability and achieving a 95% on-time task completion rate
- Designed and tested 4 core features over 3 months, leveraging Gen AI to synthesize research insights, brainstorm ideas, create prototypes, and deliver front-end code to the engineering team

Performance Management Tool (Used by 90K+ employees in the US, India, and Mexico and available in two languages)

- Designed an AI-powered summarizer that distilled performance insights for leaders, cutting review prep time by two-third and improved satisfaction scores from 2.5 to 5/5
- Built an AI-powered text editor that automates language and tone refinement, context mapping, and risk assessment, improving feedback quality and cutting editing time

- Designed an admin portal to set annual performance goals across multiple levels and domains, with configurable role-based visibility
- Led accessibility audits and secured budget for WCAG 2.2 AA compliance

Engagement Optimization Tool (PwC Canada)

- Simplified a multi-page engagement registration flow by focusing on key inputs, raising the SUS score above 80% and driving higher adoption rates
- Led research, created the UX strategy, and defined success metrics to convert an Excel-based surplus-tax calculator into a user-friendly digital tool
- Facilitated workshops with stakeholders and the engineering team, defending customer-centric design decisions with data

RBC Auto Insurance (Aviva Canada)

- Redesigned the auto coverage user flow, cutting steps from 7 to 5, lowering drop-off rates and increasing the quote completion rate by 18% in 6 months
- Conducted competitive analysis and designed a self-service feature to customize auto insurance coverage online, increasing quote volume by 24%
- Partnered with developers to streamline Figma workflows and establish UI handoff guidelines, reducing design-to-development turnaround time

Product Designer | Bonito Designs

2020 - 2021

- Transformed a poorly navigated interior design services website into a streamlined mobile experience by simplifying the site structure—improving SEO discoverability and attracting new clients
- Digitized booking and payment workflows—enabling real-time service tracking, increasing on-time payments and driving more repeat business
- Expanded the UI library with responsive, touch-friendly components for mobile and tablet devices

Interior Designer | Bonito Designs

2017 - 2019

Service Delivery Consultant | Hewlett-Packard & Wipro Technologies

2013 - 2017

Education

- Diploma in UX Design, BrainStation
- B.Tech in Engineering, Sikkim Manipal Institute of Technology
- Certified Professional in Accessibility Core Competencies (CPAAC), IAAP