Bidisha Nath

+918017225878, +323481852022 | bidisha03nath@gmail.com | India, EU | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Product & UI/UX designer with 4+ years shaping enterprise and B2B/B2C platforms across cloud-based SaaS, fintech, legal, healthcare and data analytics/BI tools. Skilled in turning complex requirements into intuitive user experiences through research, structured workflows and scalable design systems. Experienced collaborating with PMs and engineering teams to deliver clear interfaces, data-driven iterations and products serving 100K+ users.

PROFESSIONAL EXPERIENCE

OORA.life   *Dec 2024 - Oct 2025*
Sr. Product Strategist   **Turin, Italy**

- Led a team of four designers and owned end-to-end product strategy, UX workflows, UI design and design system development across five enterprise platforms in legal, fintech, health, research, and immigration sectors.
- Delivered full end-to-end user experiences from concept to launch, improving product usability and brand coherence, for multiple platforms, ensuring alignment between business goals, product experience and technical constraints.
- Partnered with founders, clients and engineering teams to shape product roadmaps while redesigning the website and developing proposals and business model concepts, including the integration of AI-assisted workflow features.
- Built scalable design systems and reusable UI components, reducing design turnaround time by 30% across multiple product teams.

Simplethicam   *June 2024 - Oct 2024*
Product & Brand Intern   **Turin, Italy**

- Collaborated with founders to align product design with company strategy, supporting early investor presentations.
- Designed the brand identity and digital interface for the company website and AI-powered CRM platform, improving clarity and visual coherence.
- Contributed to the platform's first prototype launch, preparing screens and assets used in investor discussions and early product validation.

NeenOpal Inc.   *June 2022 - Sept 2023*
Product and Data Designer   **Bangalore, India**

- Led end-to-end product design for Mokkup.ai, a cloud-based SaaS platform serving 100K+ users, from concept through Phase 2 launch, including wireframing, rapid prototyping, usability testing and user feedback analysis across both the marketing website and core product tool.
- Built scalable design systems and UI component libraries, enabling consistent interfaces, WCAG-aligned accessibility and smoother developer handoff across product teams working in an agile workflow.
- Partnered with Product Managers and the Design Lead to define design strategy, success metrics and business impact measurement, incorporating A/B testing and iterative improvements.
- Translated complex Excel-based datasets into interactive dashboards using Tableau and Power BI, improving clarity and usability for internal teams and clients.
- Supported marketing and social media design, contributing to stronger visual communication and digital presence.
- Recognized as Employee of the Quarter twice for high impact contributions across design initiatives.

POV Brandcom   *Jul 2021- May 2022*
Communication Designer   **Mumbai, India**

- Created web and platform interfaces and digital marketing assets for premium brands including Dhani, Roche, APGLP and Indiabulls.
- Ensured design consistency across product and marketing channels, improving digital engagement and strengthening visual clarity.

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Tsunami Studios   *Mar 2021- Jun 2022*
UI/UX & Motion Designer   **Mumbai, India**

- Created web and platform interfaces, ad interfaces and digital marketing assets for premium brands including Tesla, Maybelline and Maruti Suzuki.
- Ensured design consistency across product and marketing channels, improving digital engagement and strengthening visual clarity.

Elecbits Pvt Ltd   *May 2020- Aug 2020*
Product Design Intern   **Delhi, India**

- Created the brand identity, packaging and marketing collateral for Sachait, a B2C emergency-response product.
- Designed the website and app interface for the product's early launch phase, contributing to clearer user flows and improved visual consistency.

EDUCATION

Politecnico Di Milano | Masters, Strategic Design   *Sept 2023 - Jan 2025*
Grade: 108/110   **Milan, Italy**

Business Strategy, Innovation Sprint, Disruptive Innovation in AI & Big Data, Service Design, Design for User Experience, Entrepreneurship and Startup Development

Tata Institute of Social Sciences | Bachelors, Visual Communication Design   *July 2018 - July 2021*
Grade: 8/10   **Mumbai, India**
50% Merit-based Scholarship received in Semester 3
Silver Medal - Visual Communication Design graduation cohort (2021)

Design Thinking, UI/UX, Branding Identity & Packaging, Motion Graphics, Art Direction, Advertising & Print, Typography, Design History

TECHNICAL PROFICIENCY

Software technical skills: Adobe Creative Suite, Figma, Miro, FigJam, Framer, Webflow, Canva, Google Analytics, Generative AI (ChatGPT, Claude, Figma AI,Midjourney, Adobe Firefly Runway)

Certificates: Corporate Innovation Sprint (Antwerp Management School, Brussels), Agile Project Management, GenAI for UX Designers (Coursera)

Language: English, Hindi, Bengali, Italian A2