

KRISHANU ROY

UX Designer & UX Researcher

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PROFESSIONAL SUMMARY

UX Designer and Researcher with 4+ years of UX experience designing enterprise SaaS, fintech, and AI-powered products end to end. Combines research-led product strategy with scalable design systems, taking work from user research, usability testing, and journey mapping through to high-fidelity UI and developer-ready handover. Has delivered customer-facing and enterprise applications for global brands including **Red Bull**, **Kelag**, and **Raiffeisen Capital Management**, serving user bases across 85+ countries. Skilled at translating complex business and user requirements into measurable, accessible, and consistent design outcomes.

CORE COMPETENCIES

UX Research & Strategy: User Research, User Interviews, Stakeholder Interviews, Contextual Inquiry, Usability Testing, Heuristic Evaluation, UX Audits, Competitive Analysis & Benchmarking, Journey Mapping, Personas, Information Architecture, User Stories, Product Strategy, Product Thinking

Design & Prototyping: Wireframing, Interaction Design, High-Fidelity UI Design, Prototyping, Design Systems, Component Libraries, Design Tokens, Responsive & Mobile Design, Accessibility (WCAG), Design Reviews, Developer Handover

AI & Emerging Tech: AI-Assisted Design Tools, AI Prototyping (Vercel, Claude Code, Figma Make), Conversational / AI Chatbot UX, AI Product Strategy, AI Competitive Analysis & Market Research

Tools: Figma, Figma Make, Figjam, Vercel, Miro, Adobe Creative Suite, Jira, Confluence, Useberry, Ballpark HQ, HTML / CSS / JavaScript

Domains: Enterprise SaaS, Fintech & Financial Services, Energy / Utilities, E-commerce, FMCG

PROFESSIONAL EXPERIENCE

UX Designer & Researcher

September 2023 – Present

Viable GmbH - Vienna, Austria

- **Lead UX designer and researcher** on enterprise and customer-facing products for clients including **Red Bull**, **Kelag**, and **Raiffeisen Capital Management**, owning work across research, product strategy, design systems, and developer handover.
- **Designed “Kelly,” an AI-powered customer-service chatbot for Kelag** (a major Austrian energy utility) - owning the feature design, interaction patterns, and chatbot avatar, and building a scalable 14-component Figma design system (Foundations, Atoms, Molecules, Organisms) with brand tokens extracted from the live product.
- **Produced developer-ready handover files** with Dev Mode annotations, export settings, and detailed component specifications, reducing implementation ambiguity and accelerating engineering delivery.
- **Led end-to-end UX research for Red Bull’s enterprise platforms** - recruiting and screening participants, designing semi-structured interview guides, conducting interviews, and synthesizing findings into prioritized, actionable design recommendations.
- **Designed and shipped internal sales and content-management applications** for web and mobile, supporting Red Bull sales teams across 85 countries.
- **Developed a financial fund discovery platform** for Raiffeisen Capital Management from requirements analysis through wireframes, mid-fidelity, and final UI; maintained shared local components for design consistency on an interface with 50,000+ monthly visitors.
- **Served as Lead Designer for PSS’s Quick Loans application** (Príva stavebná sporiteľňa, a Slovak financial-services provider), owning the product’s design and information structure across multiple devices and user bases to deliver a consistent, responsive experience.
- **Conducted competitive analysis and benchmarking** of energy-sector chatbots and enterprise platforms to inform product direction, feature prioritization, and design-system decisions.

- **Ran usability tests, heuristic evaluations, and contextual inquiries** using Useberry and Ballpark HQ across multiple client engagements, translating research insights into measurable UX improvements.
- **Created reusable UX review and audit frameworks** for the consultancy, standardizing design-quality assessments and accessibility checks across the team.

UX Designer (Freelance)

April 2021 – March 2022

DishFish Labs - Mumbai, India

- Led ideation, digital strategy, and end-to-end design execution for clients across e-commerce, marketing, and fintech.
- Designed and shipped iOS, Android, and web applications used by 150,000+ users.
- Defined solution requirements, converting strategic concepts into actionable product workflows and feature sets.
- Conducted user research with target users, customers, and business stakeholders, and ran heuristic evaluations to identify pain points and drive iterative design improvements.

Product Designer & Founder

August 2018 – March 2021

Tringg - Mumbai, India

- Led product strategy and defined navigation, user flows, wireframes, and interactive prototypes across the Tringg product suite.
- Designed and shipped a diner-facing mobile app, a client-facing SaaS dashboard, and support applications for waitstaff and kitchen teams.
- Specified APIs for integration with third-party POS systems and collaborated with developers on design handover.
- Created user personas and storyboards to guide design decisions; built brand style guides and design systems; conducted usability testing across user- and client-facing apps.

Senior Visual Designer

January 2018 – July 2018

The Spaceship Design - Pune, India

- Partnered with 8+ clients to gather requirements, define project scope, and manage milestones.
- Designed logos, advertising graphics, and websites for small businesses, collaborating with marketing teams on campaign-aligned visuals.

Marketing Executive (Content)

February 2017 – October 2017

Tazzo Bikes - Hyderabad, India

- Supported the product team in launching a new product line (Tazzo Docks), designing display, marketing, and packaging materials.
- Designed and executed marketing campaigns and copy that delivered a 12x increase in social media reach.

EDUCATION

Master's in UX Design - Barcelona Technology School, Barcelona, Spain (2022–2023)

Web Development - HTML, CSS, JavaScript, Angular - IIHT, Mumbai, India

BA, LL.B (Honours) - National University of Juridical Sciences, Kolkata, India