

# TANMOY ROY

Senior Product Designer

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## SUMMARY

Senior Product Designer with 5+ years in product design, including 4+ in enterprise B2B SaaS. I specialise in making complex, data-heavy products feel simple, and I bring AI into the design process itself, from problem synthesis to prototyping

## EXPERIENCE

### Senior Product Designer | Asper.ai, Bengaluru, India

May 2024 - Present

- Own end-to-end design for Trade Promotion Optimisation, Asper's flagship trade promotion product, leading its major revamps and enhancements
- Sole designer on the initial launch of Asper's agentic RGM platform, defining its structure and interface end to end and building it to enterprise fidelity for a live industry event
- Lead the RGM design stream across the legacy Promo and Pricing modules, managing feature-level ownership and aligning stakeholders across product cycles
- Introduce new features and enhance existing ones through iterative design and heuristic evaluation, improving overall product quality and consistency
- Published the design system as an AI-consumable skill, letting anyone in the organisation generate on-brand designs with any AI tool
- Mentor junior designers through regular guidance, feedback, and support to strengthen team capabilities and design outcomes

### Product Designer | Asper.ai, Bengaluru, India

May 2022 - May 2024

- Led design execution across the Revenue Growth Management product, from ideation and wireframing to high-fidelity design, revamping legacy Pricing and Promo experiences into intuitive, decision-driven interfaces
- Played a key role in rebranding Asper, defining the product's new visual identity, brand colour and design language
- Built and scaled the design system from scratch, alongside foundational global navigation and filters
- Delivered responsive, scalable designs and customer-specific customisations across the product

### UI/UX Designer | Exdera (Formerly Earning Designs), Bengaluru, India

Jun 2021 - May 2022

- Designed an ecommerce platform for a large IT distribution group, covering sitemap, information architecture, user journeys, and wireframes through to prototype
- Designed the complete website and ordering experience for a direct-to-consumer fitness brand, end to end
- Designed the website and built the brand identity and investor materials for a cognitive health startup
- Produced campaign creative for clients including IBM, Microsoft Azure and Redington Group

### UI/UX Design Intern | Webgross, New Delhi, India

Jan 2021 - Mar 2021

- Designed websites from concept to specification based on client requirements, working with founders and engineers through to delivery

### Graphic Design Intern | Red Lemon Digital, Delhi NCR, India

Jun 2019 - Aug 2019

- Designed brand identity and promotional creative, including logos and banners for hospitality clients, with the design and strategy team

## EDUCATION

### Bachelor of Computer Application

Maharaja Surajmal Institute, GGSIP University, New Delhi

## KEY ACHIEVEMENTS

**Agentic AI platform:** Sole designer of Asper's agentic RGM platform across four connected surfaces, built in a 2.5-week sprint and shown live to 50+ CPG leaders at an invite-only industry event

**Enterprise platform scale:** Led the redesign of Trade Promotion Optimisation from a single-customer tool into a configurable platform now adopted by four enterprise CPG clients, holding 83% weekly retention across 70 active users

**Recognition:** Winner of Asper's internal design hackathon for innovation on the agentic product

## SKILLS

Enterprise B2B SaaS, Information Architecture, Interaction Design, Design Systems, Data Visualisation, Agentic & AI Interfaces, AI-Assisted Design, Prototyping, Competitive Analysis, Cross-Functional Leadership

## TOOLS

Figma, Lovable, Claude & Claude Code, ChatGPT, Cursor, Notion, Mixpanel, Adobe CC