Soumya C Sarkar

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Bengaluru, India · Open to remote

PRODUCT DESIGNER · PORTFOLIO (WORK IN PROGRESS)

Product designer with 4+ years taking consumer products from a blank page to launch. A founding designer of SLAP, Flipkart's experimental AI conversational shopping app, now AI Mode in the Flipkart app. Thrives in ambiguity: frames problems with PM and engineering, prototypes fast, and owns the work from pitch to launch.

WORK EXPERIENCE

Flipkart Labs, Flipkart · Product Designer
04/2023 - Present

Bengaluru

SLAP · AI conversational shopping app

- Took SLAP from concept to launch in 6 months with the lead designer, PM and engineering. Owned product thinking, AI-driven UX and user flows, an AI-native design system on a 3-tier token structure, and the visual identity, branding and marketing.
- Its patterns carried into AI Mode in the Flipkart app, improving search, discovery and context-aware recommendations for 85 million users; now coming to Flipkart Minutes.

Immersive shopping experiences

- Designed an AI review digest for mobiles and large electronics: Gemini pulls opinions from Reddit, YouTube and expert blogs into one view on the product page. Later merged into SLAP's product page.
- Designed three "will it fit, will it suit" features: Virtual Try-On (clothes on a personalised model from exact measurements), Fridge Capacity Visualizer (everyday items on real shelves) and Try Before You Buy (a phone's or watch's interface on your own device). Contributed to 7% fewer size-related returns.
- Designed the brand identity for Design DNA, Flipkart's design community event.

IDS Pvt Ltd · Designer
05/2022 - 02/2023

Atlanta, USA (Remote)

- Designed wellness and finance products for clients in Dubai and the USA, working async with a global team across IST and EST.
- Managed a team of 3 designers.

Independent Product Designer
04/2021 - 06/2022

Bengaluru · Helped founders take products from 0→1

Consultant · Urban Health (UrbanYogi)

- Redesigned onboarding for the mindfulness app; free-trial sign-ups rose 40% over 7–8 months.
- Partnered with the co-founder to rebuild the app's look and feel, and designed marketing and growth assets.

Consultant · ITILITE

- Collaborated with PM and engineering to launch a credit card reconciliation feature for ITILITE's B2B travel and expense platform.

Finology · Founding UX Designer
03/2020 - 03/2021

Raipur

- First designer at an early-stage fintech startup, working directly with the PM and CTO; set up the brand and design foundations.
- Designed a stock analysis tool and a stockbroker comparison platform end to end, turning dense financial data into clear choices; 5K users signed up within 12 hours of launch.

EDUCATION

Government Engineering College

B.Tech, Electronics & Communication Engineering

2016 - 2020

SKILLS

Product design

0→1 product design, end-to-end UX, interaction design, user flows, design systems, user research, usability testing

AI

AI-native product design, image generation, trust and transparency patterns, AI-assisted prototyping

Craft

Visual design, brand identity, illustration, motion design, writing

Tools

Figma, Adobe Illustrator, After Effects, Cursor, Claude, ChatGPT, Midjourney

AWARDS AND RECOGNITION

Winner, Flipkart DesignJam Hackathon

06/2023

Designed an AI feature that lets Gen Z mix, match and see outfits on their own bodies.

Speaker, Friends of Figma, NIT Raipur

Gave the talk "Getting Started with Product Design" to aspiring designers.

BEYOND THE SCREEN

Writer · DesiBoom (Substack)

Independently published essays on Indian culture.

Illustrator · Children's book

Illustrated a children's book end to end.

OLDER WORK Dribbble · Behance

ELSEWHERE LinkedIn · Substack