ALOLIKA BANERJEE

PRODUCT DESIGNER UX/UI / COMPLEX WORKFLOWS / AI PRODUCT DESIGN

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PROFILE

Product Designer creating clear, usable experiences across B2B, B2C, enterprise and government products. Skilled in product design, UX/UI, interaction design, research and information architecture for complex mobile, web and dashboard workflows, with a growing focus on AI product design.

EXPERIENCE

DEMANDFARM Product Designer

AUG 2022 - PRESENT

- Owned design across standalone and Salesforce-integrated B2B products, translating requirements and PRD input into user flows, wireframes, prototypes and UI solutions.
- Partnered with product managers on complex enterprise workflows, defining practical design directions within product and implementation constraints.

ROBOSOFT TECHNOLOGIES UI & UX Designer

MAY 2020 - JUL 2022

- Structured information architecture, user flows and UX/UI for the Income Tax Department mobile application - a complex, high-stakes government workflow.
- Designed Reliance Nippon's insurance-agent sales-assist journeys across lead creation, dashboard, product selection and proposal completion.
- Designed CapitaLand web portals and a tablet application for bookings, facilities, internal services and security management.
- Coordinated client and engineering work on the L&T-HSBC merger; refined UI to HSBC guidelines and supported junior designers.

LEMON YELLOW Product Designer

SEP 2019 - APR 2020

- Redesigned SonyLIV across platforms and an ERP dental product, combining UX research with interface design.
- Ran UX audits and research for Angel Broking and Tata Cliq; improved metadata, labelling, information architecture and navigation for a UAE e-commerce product.

SELECTED PROJECTS

AKASA AIR	TRAVEL, MOBILE + WEB	Flight booking shaped around comparison, clarity and decision-making.
INCOME TAX	FINTECH, GOVERNMENT, MOBILE	High-stakes filing made clearer through hierarchy and progressive disclosure.
RELIANCE NIPPON	INSURANCE, MOBILE	Sales-assist flows spanning customer context, product selection and proposals.
MCDELIVERY	FOOD DELIVERY, MOBILE	McDonald's delivery app for browsing, ordering and delivery journeys.
CAPITALAND	WORKPLACE, MOBILE + TABLET + DESKTOP	Experiences across bookings, facilities, services and security.
PICKWATCH	SPORTS BETTING, WEB	NFL betting website focused on picks, comparisons and decisions.
BILLING STALL	RETAIL, MOBILE	Inventory and sales tracking for small shop owners.

SKILLS

DESIGN	Product Design, UX Design, UI Design, Interaction Design, Information Architecture, Design Systems
RESEARCH	User Research, UX Audits, Usability Testing, User Flows, Journey Mapping
METHODS	Wireframing, Prototyping, Visual Design, Responsive Design
PRODUCT	Product Requirements, PRDs, Stakeholder Collaboration, Cross-functional Collaboration
AI	AI Product Design, AI-assisted Workflows, Conversational UX, Human-in-the-loop Design

EDUCATION + CERTIFICATIONS

INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

2026 - 2028 / EXPECTED 2028

Executive Post Graduate Programme (EPGP) - MBA

SELECTED CERTIFICATIONS

AI Product Management - Microsoft & IBM, 2026
User Research Methods and Best Practices - Interaction Design Foundation, 2020
Enterprise Design Thinking Practitioner - IBM, 2020