

# Sunetra Majumdar

## Design Director | Enterprise & Consumer Product Design

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Portfolio: <https://sunetramajumdar.in/>

(Case studies: Banking Platforms, Enterprise SaaS, Design Systems, Design Leadership)

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## Executive Summary

**Design Director, Product Design (Enterprise & Consumer) with 20+ years of experience**, including 10+ years leading and scaling global **product design strategy and product design** teams across enterprise SaaS platforms and consumer-facing digital products. Proven leader in end-to-end product design strategy, owning mobile apps, responsive web platforms, and complex enterprise systems in regulated environments.

Currently a Design Director at IBM, responsible for product design leadership, UX strategy, and customer experience (CX) across large-scale banking and financial services platforms used by millions of users. Deep experience partnering with Product Management, Engineering, Data, Security, and Compliance leaders to shape product vision, influence roadmaps, and deliver secure, accessible, and scalable customer experiences.

Recognized for building and governing design systems, experience platforms, and design operations, mentoring senior designers and managers, and driving AI-enabled and responsible design practices aligned to business outcomes, metrics, and platform scalability.

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## Core Expertise

- UX Strategy & Customer Experience (CX) Design
  - Enterprise SaaS, Platform UX & Regulated Systems
  - Platform Strategy & Scalable Experience Architecture
  - Product Design Leadership & Product Design Strategy
  - End-to-End Product Design — Discovery to Delivery
  - Consumer Digital Products — Mobile Apps & Responsive Web
  - Design Systems, Experience Platforms & Governance
  - Design Operations — Team Scaling, Operating Models, Quality Standards
  - Cross-Functional Leadership — Product, Engineering, Data, Security, Compliance
  - AI-Enabled, Responsible & Ethical Design
  - Accessibility, Inclusive Design & Usability
  - Executive Stakeholder Management & Design Storytelling
  - Metrics-Driven Design, Business Impact & Outcomes
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## Professional Experience

### Design Director, Product Design (Enterprise & Consumer)

IBM iX | 2019 – Present

- Lead end-to-end product design strategy and UX strategy for enterprise and consumer-facing digital products, including mobile banking apps, responsive web platforms, and enterprise systems. Leading and collaborating with global, distributed teams across UK, Europe, and India
- Own multi-year product design leadership for a major UK financial institution (Nationwide Building Society), delivering mobile and internet banking platforms used by 6M+ active customers with 4.8/5 app store ratings, reflecting strong customer satisfaction and adoption
- Drive UX strategy and customer experience (CX) across omni-channel journeys, ensuring consistency between mobile, web, assisted support, and service touchpoints
- Partner closely with Product Management, Engineering, Security, Risk, and Compliance to design secure, compliant, and accessible transaction flows and high-frequency banking journeys
- Influence product roadmaps and platform strategy to reduce friction, improve task success rates, and increase digital engagement across core banking use cases
- Lead and scale a multi-disciplinary product design organization, mentoring senior designers and design managers while setting craft, quality, and delivery standards
- Establish and govern design systems and experience platforms, enabling scalable delivery, cross-team alignment, and improved design velocity across the ecosystem
- Drive adoption of AI-enabled and responsible design practices, balancing innovation with ethical, inclusive, and secure user experiences
- Present design strategy, outcomes, and business impact to executive stakeholders, influencing prioritization, funding, and long-term platform investment decisions

#### Recognition

- Technical Eminence Recognition — IBM Tech 2024 (Dubai)
- Eminence & Excellence Award (2019)
- Spark Award (2021)

#### Design Manager, Product Design (Enterprise & Consumer)

Sapient Razorfish | 2014 – 2019

- Delivered multi-platform digital products supporting millions of users across consumer and enterprise ecosystems
- Led product design teams (UX + Visual Design) for large-scale consumer and enterprise digital platforms
- Owned UX strategy and execution across mobile apps, e-commerce platforms, and transactional web products
- Worked extensively in financial services, hospitality, and retail, delivering secure and scalable customer experiences
- Built and mentored design teams through hiring, coaching, and performance management
- Partnered with product and technology leaders to align experience outcomes with business goals

#### Awards

- Leadership Spotlight Award (2017)
  - Best People Manager (2018)
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## Other Experiences

### Senior Design Consultant — Deloitte Digital

Mobile app and responsive web product design; led cross-functional delivery teams

### Senior Human Factors Specialist — Human Factors International

User research, UX audits, and product strategy for enterprise systems

### Information Architect — Mphasis (HP Company)

Enterprise healthcare and insurance application UX

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## Education

- M.Des, Indian Institute of Technology (IIT) Delhi
  - B.Arch, Birla Institute of Technology, Mesra
  - M.S. (HCI focus), University of California, Irvine (coursework)
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## Certifications and Recognitions

- Certified Usability Analyst (CXA)
- Certified Experience Analyst (CUA)
- AIR 7 — All India Design Entrance Examination