

Hello, I'm

# TATHAGATA ACHARYA

Senior UX Designer at PayPal

As a UX designer, I focus on understanding users and identifying pain points to deliver timely, effective designs. I manage stakeholder expectations while balancing usability, business needs, and technical feasibility. I make decisions based on both qualitative and quantitative data, with a keen eye on user centricity. I thrive on creating end-to-end designs while working within constraints, and ensuring every project is both viable and user-friendly.

## EXPERIENCE

### PayPal

Senior UX Designer  
Sept, 21 - Present

As a Senior UX Designer at PayPal, I drove \$3M+ savings and boosted NPS from 40 to 90 in 2023, enhancing dispute experiences and customer satisfaction with a human-centric approach.

### AJIO Business

Senior UX Designer  
Jan, 19 - Aug, 21

At AJIO Business, I drove product innovation, expanding retailer base and revenue through impactful projects like AJIO Dhan and Play Store launch for unassisted onboarding during COVID-19.

### UpGrad

UX Designer  
Mar, 17 - Dec, 18

At UpGrad, I led initiatives like the design of coding consoles and career center, enhancing the learning experience and shaping product strategies and branding through extensive user research and strategic analysis.

### Persistent Systems

Senior UX Designer  
Jul, 15 - Feb, 17

As a Senior UX Designer, I collaborated across industries to create user-centered designs, leading projects that significantly improved user satisfaction and operational efficiency in healthcare, finance, and hospitality.

## SKILLS

### Thinking

I use design thinking to create personas and develop journey maps, user flows, and task flows, which help me define complex problems and brainstorm effective solutions. I bring ideas to life through concept sketches, wireframes, mockups, and prototypes. I also craft service blueprints to envision entire product ecosystems, identify improvements, and work towards a future vision for digital products.

### Research & Analysis

I leverage design research skills such as quantitative data observation, taskflow analysis, and heuristic evaluation to generate hypotheses and prepare research guides. Although not required in my current role, I can conduct contextual inquiries, usability testing, cognitive walkthroughs, and other methods to understand and define user's mental models. My expertise also includes analysing observations through card sorting, affinity mapping and creating mind maps to identify insights into user needs and painpoints to improve design outcomes.

### Design

From early low-fidelity explorations to high-fidelity designs, I utilise tools like Figma, Adobe XD and Sketch to create seamless and interactive prototypes, ensuring a smooth transition from concept to final product.

## EDUCATION

### Indian Institute of Technology, Kanpur

Master of Design  
2013 - 2015

### Calcutta Institute of Engineering & Management

2008 - 2012  
Bachelor of Technology