Hello, I'm

TATHAGATA ACHARYA

Senior UX Designer at PayPal

I transform complex problems into simple, elegant solutions through collaboration and iteration. I blend qualitative and quantitative data to understand users, their contexts, and challenges. I'm passionate about crafting functional, intuitive designs that create impactful, user-centered experiences.

What I do

EMPATHIZE with users to understand the challenges they face and how they impact the business.

COLLABORATE with cross-functional, global team of designers, product managers, engineers, data scientists and researchers to overcome challenges and constraints.

SOLVE user and business problems to deliver functional and intuitive experience to users while meeting business objectives.

Education

Indian Institute of Technology, Kanpur

Master of Design
2013 - 2015

Calcutta Institute of Engineering & Management

Bachelor of Technology
2008 - 2012

Experience

PayPal

Senior UX Designer
2021 - Present

I lead strategic initiatives where I analyze end to end systems from the lens of the user and the business to envision future state designs. I evangelize design and influence product roadmaps.

I collaborate with my cross functional partners to validate problem statements, create impactful designs, experiment and iterate to deliver value to PayPal users and stakeholders.

In 2023, I spearheaded transformative initiatives to drive annualized savings of over $3M and elevated NPS from 40 to 90.

Jio Platforms

Senior UX Designer
2019 - 2021

I drove innovation and system enhancements, launching AJIO Credit and unassisted onboarding for AJIO Business during COVID-19. These impactful initiatives significantly grew the retailer base and boosted revenue.

UpGrad

UX Designer
2017 - 2019

Apart from designing UpGrads various educational platforms, I conducted user research and analysis to shape product strategies and branding for enhanced engagement and growth.

Persistent Systems

Senior UX Designer
2015 - 2017

I designed solutions across healthcare, finance, and more, creating user-centered designs that enhanced user satisfaction and operational efficiency through collaboration with stakeholders.