

Anushree Dey

Lead Product & User Experience Designer

Contact

E-mail: anushree.d@hotmail.com

Linkedin: <https://www.linkedin.com/in/anushreedey/>

Portfolio: <https://www.anushreedey.com/> [Password: anushree]

Professional Summary

Experienced Lead Product & User Experience Designer with a strong track record of delivering innovative digital solutions across enterprise, technology, healthcare, and aerospace sectors. Skilled in leading the design process through all phases of product development, from research and ideation to execution. Expert in design systems, user research, and leveraging emerging technologies such as GenAI and machine learning to craft optimum product experience. Known for translating complex business needs into intuitive, scalable products and for fostering cross-functional collaboration and a culture of design excellence.

Core Skills & Competencies

Product Design Leadership; Design Strategy & Ideation; User Research and Usability Testing; Legacy-to-Cloud Product Transformation; AI & GenAI Integration; AI Agent Workflow; Design Systems & Visual Design; Accessibility & Inclusive Design; Cross-functional Collaboration; Agile Project Delivery; Mentoring and Design Evangelism; Stakeholder Management; Prototyping & Interaction Design in Figma

Work Experience

Salesforce (formerly Informatica), India (October 2020 - Present)

Lead User Experience Designer, Master Data Management

Acquired by Salesforce, March 2026. The team and scope of responsibility continued without change.

- Led design as Design Lead, 0→1, for an agentic AI capability that autonomously detects data quality issues, clusters related records by root cause, and proposes bulk resolutions, delivered headlessly via MCP (Model Context Protocol) for platform-agnostic deployment across AI copilot surfaces.
- Pioneered GenAI copilot integration and user experience design in data management workflows, leading the strategic integration of AI into core data management services for market-leading products.
- Designed a trust-tiered, cross-surface experience model, calibrating information depth, metadata-only versus full record detail, to each surface's authentication context within one governed platform architecture.
- Defined the UX and product design strategy for the transition of legacy on-premises solutions to cloud-native platforms, enhancing accessibility, performance, and cross-product scalability for enterprise clients.
- Led design for Informatica's MDM enterprise products, collaborating closely from user research and discovery to final delivery to align user experience with complex business requirements.
- Collaborated with the product architecture and backend engineering teams via POCs to define key, end-to-end workflows crucial for superior enterprise software experiences.
- Designed and implemented new features that expanded the core product scope, successfully helping the MDM products maintain Gartner market leader status.
- Developed and evolved scalable design systems to ensure cohesive, consistent cross-product experiences and accessibility standards across the enterprise ecosystem.
- Executed comprehensive user research strategies and usability testing, validating business use cases and driving product innovation directly through customer feedback.
- Mentored junior designers and evangelized UX design best practices and design thinking methodologies within multidisciplinary, cross-functional agile teams.

Honeywell, Bangalore (October 2019 - October 2020)*User Experience Designer II, Aerospace*

- Led end-to-end design for critical cockpit and aircraft management systems, prioritizing complex usability frameworks and strict safety standards for aviation compliance.
- Designed cutting-edge digital services integrating Blockchain and Explainable AI (XAI) for advanced aerospace applications, translating complex technical inputs into clear user paradigms.
- Defined cross-product strategy and facilitated co-creation workshops with global stakeholders and domain experts, aligning user research with international product visualization goals.

Philips Healthcare, Bangalore (May 2018 - October 2019)*User Experience Designer (Contract), Health Care*

- Led design for healthcare digital services in collaboration with technical teams and global stakeholders.
- Supported feature prototyping, detailed design, and visualisation for product enhancements.

IMDD, New Delhi (July 2015 - July 2016)*Architecture, Space Design, Communication Design, Interaction Design*

- Designed digital services, product concepts, and brand identities
- Designed interactions for kiosks and electronic booths.
- Delivered end-to-end design for digital and physical spaces, including architecture and interiors.

Consultancy & Freelance (January 2015 - December 2021)*Service Design, Communication Design, Space Design*

- Designed digital services, product concepts, and brand identities for startups and businesses.
- Delivered end-to-end design for digital and physical spaces, including architecture and interiors.

Education**M.Des in Design Innovation**

The Glasgow School of Art, Scotland, U.K.

Design Innovation, Environmental Design, Service Design

B.Arch in Architecture

Nagpur University, Nagpur, India

Building Architecture

Portfolio

<https://www.anushreedey.com/>

Portfolio Password: anushree

Linkedin

<https://www.linkedin.com/in/anushreedey/>