Ritwik Dasgupta

Senior UX Designer | Product Designer, Amazon

Ten years designing consumer and enterprise products at Amazon and Microsoft. I design how millions of shoppers in emerging markets find the best price and pay for it.

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Experience

Sep 2022 – Present

Senior UX Designer · Amazon

Lead UX design for value and purchase (offers, pricing, payments and checkout) on the Amazon Shopping app across ten emerging markets.

- **Offers and pricing:** sole designer, end to end. Turned more than ten types of offers into one personalised "Buy for" price. The 2024 version shipped in all ten markets and increased conversion; the 2026 version is live in four.
- **User research:** ran two rounds of usability studies across five markets with 140 participants.
- **Stakeholder alignment:** aligned worldwide, country and payments teams on one experience before every launch.
- **One-tap checkout:** designed checkout that opens over the page customers are on. Launched in four markets, lifting checkout success by 64 bps.
- **Offers in the cart:** offer discovery launched in eight markets; applying offers, including bank offers, in UAE and Saudi Arabia, lifting checkout success by 0.97% and cutting abandoned purchases by 1.32%.
- **Design leadership:** mentor designers and run sessions on using AI in UX workflows.

May 2020 – Sep 2022

UX Designer · Amazon

- Designed the exchange your old product, basket building and services experiences on the Amazon Shopping app, from user research and usability testing through to launch.

Aug 2016 – May 2020

UX Designer · Microsoft

- **Cortana Notebook:** shipped the experience for managing and discovering the AI assistant's skills.
- **Package tracking in Cortana:** shipped delivery tracking in the assistant.
- Designed conversational AI and intelligent search across Microsoft 365.

Education

Master of Design (M.Des), Indian Institute of Technology (IIT) Delhi · 2014 – 2016

Bachelor of Architecture (B.Arch), National Institute of Technology (NIT) Calicut · 2009 – 2014

Publications and awards

"Affective design language for mobile screens inspired by Rasa Theory", IndiaHCI · 2016

First prize, Microsoft worldwide hackathon, for player behaviour scores on Xbox

Campaign for Holidify, published in National Geographic Traveller, France

Skills and tools

UX and product design · Interaction design · User research · Usability testing · Prototyping · Design systems · Conversational AI · E-commerce and payments · Mentoring

Tools · Figma · Sketch · Protozoa · Claude Code · Kiro