

# Upamanyu Das

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I have been designing digital products for the past 11+ years. My skill set is a blend of hands-on craftsmanship and building highly functional teams. Together, we create delightful products and drive business growth.

2023-NOW  
Head of Design

Led the product vision for for a purpose led business at TMNZ to re-imagine the business and re-design the customer experience across a wide suite of products.

Leading a design team of a fast growing Fintech. As Head of Design at TMNZ my role is to oversee and manage the presence and direction of design across our products and in the digital space.

Collaborating with a variety of internal and external stakeholders like users, designers, product management, engineering and development teams, my role is to lead design thinking throughout the company.

2022-2023  
Design Practice Lead  
**Tax Management NZ**

Designed and launched RDTI In-year payments portal. Helping R&D businesses across New Zealand the option of an interest-free government loan.

Building FlexiTax – NZ’s first Tax Pooling product. Helping businesses pay their provisional tax on time and in accordance with IRD legislation. I oversaw teams to completely design the way the tax-pool interacts with it’s clients.

Led a cross-functional team to build TMNZ’s Tara iti Design System. This improved development efficiency by 20%. Implemented a design process and best practices to improve the design delivery pipeline.

2017-2022  
Head of Design (AVP)  
**BookMyShow**

Led a 25 member team of multi-disciplinary designers that built a robust design system. Implemented best practices to improve design team’s productivity by 400%.

On supply side of things, built “List your show” (DIY tool) for event organisers which made listing of events possible under 60 minutes from earlier 4 days.

Re-designed one of the most complex booking steps for live entertainment and increased conversion funnel by 38%.

Helped leadership re-envision BookMyShow from being a pure ticketing platform to content, engagement and revenue generation platform. Built innovative products like Buzz, Watch List, Ad-tech platform and more.

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2015–2017  
Design Lead  
**Cleartrip Travel Services**

Redesigned core booking experience for flights, hotels and trains across desktop and app which lead to a 25% increase in conversion.

Introduced Cleartrip local which was an independent business across India and middle east.

Led and managed 6 member agile team that was also responsible for building several features like, expressway, Pay@Hotel, Weekend Getaways, Collections and more...

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2014–2015  
Design Specialist  
**Lopez Design**

As a highly motivated designer, I juggled between multiple roles. From understanding business requirements, crystallising them into well-defined problem statements to delivering pixel-perfect interfaces.

Honed my skills with e mailers, banners, brand campaigns, micro-sites; graduating to design experiences for medium-sized websites like Titan Watches, Flyingfisher Airlines, NCPA theatre website, and many more.

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2013–2014  
UI Designer  
**Gleecus Technology Solutions**

Part of the team responsible for user research, liaising with the client and shipping UI for the app along with crafting great user experiences. Assisted in the redesign of the core experience across the app, mobile website, and desktop. Delivering the complete UX and UI for the app.

Part of the team which envisioned and built the world's first mobile app-driven image and video annotation system for renyoo (1.5M Valuation).

Blogging about design nuances and how we built things at Gleecus, immensely helped in acquiring good design talent and building strong communities that appreciate good design.

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2012–2013  
Designer  
**The Minimalist**

Main focus was to follow a design process and arrive at an effective solution. Producing illustrations and coming up with concepts were the main tasks.

**A Design Leader**

Leading, hiring and mentoring teams, identifying growth opportunities, re-imagining products and evangelising design.

**A Collaborator**

I engage in strategic planning with stake holders. Facilitate design critique, workshops and talks to share importance of good design. Champion disruptive ideas to fuel growth and design thinking.

**An Individual Contributor**

As a designer, I believe in being a hands-on practitioner – From user research to architecting flows, from wireframe to shipping pixel perfect delightful interfaces is all Product design. This keeps me on the edge to use latest tools and technologies like Figma, Protopie, HTML/CSS, Product analytics, Adobe Creative Suite and more.

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**Education**

Master of Visual & Science Communication  
2019-20 – University of Otago

Master of Design  
2017-19 – National Institute of Design

Bachelor of Design  
2013-17 – FDDI University