



Ramesh Mandal

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UX Leader driving AI-enabled product strategy at scale

Summary

I design clarity into complex systems.

With 15+ years across aviation, SaaS, and enterprise platforms, I've evolved from UI craft to UX strategy—leading high-scale products serving millions of users.

Today, I integrate design systems, product thinking, and AI-driven workflows to accelerate decision-making, improve usability, and deliver measurable business impact.

Leading teams of 15+ designers & researchers

Core Competencies

Leadership & Strategy: UX Strategy & Vision, Cross-functional Leadership (Design, Product, Engineering), Product Roadmapping

Experience Design: Interaction Design & Information Architecture, Design Systems & Scalability, Accessibility & Usability

CX & Growth: Conversion Optimization (CRO), Personalization & Journey Design, User Research & Validation

AI & Innovation: AI-Augmented Design Workflows, Rapid Prototyping (Figma AI, Claude, Gemini)

Tools: Figma, Adobe Suite, Mixpanel, Hotjar, Jira

Professional Experience

17+ Years

Intelegencia Noida, India

Sr. Manager UI/UX | Aug 2025 - Present

Design Leadership & Global Delivery

Leading UX strategy and execution across multi-market digital programs (US, UK, Middle East), driving alignment between business goals, user needs, and engineering feasibility in a consulting environment.

Enterprise & Platform Design

Driving end-to-end UX for enterprise platforms and customer-facing products, focusing on scalability, system thinking, and measurable business impact.

Design Systems & Standardization

Established reusable design frameworks and component systems to ensure consistency, faster delivery, and cross-team alignment across engagements.

Cross-Functional Influence

Partnering with product, engineering, and business stakeholders to define roadmaps, prioritize initiatives, and deliver high-impact user experiences.

17 Years

IndiGo (InterGlobe Aviation Ltd.) Gurugram, India

Sr. Manager UI/UX | Apr 2022 - May 2025

CX-Driven Product Leadership

Led end-to-end UX for 10+ applications (customer-facing, enterprise, and internal tools), including IndiGo's booking flow, CrewPal (Cabin Crew App), and Staff Travel Portal, improving NPS by 22% and reducing support queries by 30%.

Enterprise App Redesign

Spearheaded the CrewPal app overhaul, introducing real-time shift management and fatigue alerts, boosting crew satisfaction by 25% and reducing scheduling errors by 18%.

Revenue Growth

Optimized the IndiGo Holidays marketplace with personalized hotel bundles, driving a 22% increase in ancillary revenue.

14 Years

IndiGo (InterGlobe Aviation Ltd.) Gurugram, India

Manager UI/UX | Jul 2018 - May 2022

Designed a gamified loyalty program (POC) validated through 500+ user tests, boosting retention by 40% and informing the product roadmap.

Collaborated with JusPay to automate refund workflows, reducing resolution time by 20% while ensuring compliance.

10 Years

Quikr India Pvt. Ltd. Bengaluru, India

UI/UX Designer | Oct 2017 - Jul 2018

Unified chat and IVR support workflows, improving customer service response time by 18%.

9 Years

Quikr India Pvt. Ltd. Bengaluru, India

Sr. Visual Designer | Oct 2015 - Jul 2017

Directed 50+ campaigns (social, email) for clients like Flipkart, increasing CTR by 20%.

Pioneered motion design for app onboarding, reducing drop-offs by 18% (After Effects).

8 Years

2007 - 2015 Consolidated

(Indus Projects, AcadGlid, LadsTech, PrintZone, AdWit Global, AUK Media, Times Of India, others.)

My work involved designing brand visuals, user interfaces, and creative graphics tailored to each platform's unique audience. I conducted user research, crafted high-fidelity prototypes, and collaborated with cross functional teams to align designs with business goals. At AdWit Global, I specialized in creative branding and visual storytelling. Across all roles, I prioritized accessibility, usability, and aesthetic appeal to deliver solutions that bridge user needs with business objectives.

Professional Experience

Google UX Design Certificate | 2021 | Data-Driven Design, Accessibility

UI/UX Design Specialization | 2020 | CalArts | Agile, Design Thinking

Master of Fine Arts (Design) | 2010-2012 | Chaudhary Charan Singh University

Achievements

IndiGo Innovation Award 2023 for Super 6E Sale conversion growth.

Featured in company reports for NPS improvements in the Staff Leisure Travel App.

Portfolio

View Case Studies (UX Strategy, AI-led Design, Enterprise Systems)

Portfolio Link [↗](#)