

# Subhashis Das

SENIOR PRODUCT DESIGNER

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## Work Experience

**Zynga, June 2021 - Present**

Sr. UI/UX Designer, Bangalore

- Co-designed an internal marketing messaging tool "Mercury" with the Principal Designer to replace a third-party solution, streamlining player communications and delivering ~\$1M in annual cost savings.
- Spearheaded Zynga's first internal Design System "ZEUS" for Central Products, unifying UX standards across teams and eliminating redundant UI patterns to accelerate design-to-development handoff.
- Led design of internal gaming sites, studio websites, and digital communications, eliminating third-party vendor dependency and reducing operational costs.
- Won a Hackathon award under the Central Tech team for the project "Zynga Rewards for VIP Players" (2024)

**Lollypop Design Studio, June 2019 - June 2021**

Associate Sr. UI Designer, Mumbai

- Designed for major clients including Zee5, Vodafone Idea, and Burger King, working on-site to ensure delivery aligned with business objectives; the Burger King project won the DNA Paris Award for Visual and Interface Design.
- Led design presentations and managed client requirements independently, translating stakeholder input into usable UI solutions.
- Partnered closely with Development, Product Management, and Design teams to keep delivery aligned across all project phases.
- Mentored junior designers and new hires, supporting their onboarding and growth.

**Investis Digital (IDX), Nov 2015 - June 2019**

UI Designer, Vadodara

- Designed Investor Relations web and app experiences for publicly listed companies on Nasdaq, NYSE, and LSE, delivering brand-consistent, compliance-conscious interfaces for global investor audiences.
- Upheld corporate design standards across client projects while expanding the design system library, improving consistency and scalability for future work.
- Partnered directly with enterprise clients, including Accenture, Brookfield, Biohaven, Toll Brothers, D.R. Horton, etc. to deliver tailored design solutions aligned with each brand's standards.

**Vistaprint, Oct 2013 - Nov 2015**

Graphic Designer, Ahmedabad

- Designed for e-commerce, print, and individuals with unique needs and preferences.

## Education

**MS University, Baroda, 2016 - 2019**

Bachelors in Performing Arts, Music

**Arena Animation, 2010 - 2012**

Certification in Animation, Special Effects & Interactive Technology

## Certifications

**Google**

User Experience Design and Research

**LinkedIn Learning**

UX Foundations (Interaction Design, Information Architecture, Storytelling), UX Research Methods (Card Sorting), Interaction Design: Deliverables

## Award

**Burger King**

DNA Paris Award for Visual and Interface Design

## Skills

**Design & Methods**

Product Design, UI/UX Design, Design Systems, Wireframing, Prototyping, User Research, A/B Testing, Accessibility & WCAG, Interaction Design, Information Architecture, Design Thinking, Responsive & Multidevice Design, Motion Design, 3D Graphics

**Tools**

Figma, Sketch, Adobe XD, InVision, Principle, Zeplin, Photoshop, Illustrator, After Effects, Blender, Miro, HTML/CSS, VS Code

**AI-Assisted Tool**

Claude, Cursor, ChatGPT, Gemini, Amazon Q, used for rapid ideation and prototyping