

Tanushree Bose

User Experience Designer

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WORK EXPERIENCE

Amazon Seller Central/ UX Designer II

Seattle | Apr 2022 – Present

I lead the design strategy for global seller central tools such as Defect management, shipment workflow, capacity management, and product packaging guidance supporting millions of sellers worldwide. I collaborate with Product managers, Software developers, UX writers, and Business Intelligence engineers to define requirements, test, iterate, and establish performance metrics. I facilitate design reviews with senior leaders for alignment.

I conduct seller interviews, surveys, usability testing, heuristic evaluations and identify behavioral insights in capacity and shipment workflows to influence the product roadmap. By designing intuitive, streamlined workflows, I improved seller adoption, reduced seller support contacts for complex supply chain products. I ensure designs comply with WCAG accessibility standards and contribute to consistent design system standards across Seller Central.

Amazon Business & Post Order experience/ UX Designer II

Bengaluru | Jul 2020 – Apr 2022

I led the design strategy for Amazon Business product detail page that increased the discovery of industrial product parts by providing an intuitive browsing experience for efficient search and bulk purchase.

I also designed features for the Amazon shopping app allowing customers to contact support after an order. I led the redesign of the app's messaging feature for post-order communication and tracking delivery and order updates. Another key project was creating a multimodal interface enabling customers to manage order cancellations, returns, and refunds via Alexa voice assistant.

1st Main (A Digital Design studio) / UX Designer II

Bengaluru | Feb 2019 – Jul 2020

- Designed a personal growth app with a 30-day habit program.
- Designed an agricultural e-commerce platform connecting farmers, groups, and government systems.
- Designed and led the conceptualisation the visual identity of a chatbot for a multinational bank to speed up support and enhance service.
- I facilitated requirement gathering workshops, created interactive prototypes, style guides and conducted usability studies.

Lollypop UX/UI Design Studio/ UX Designer

Bengaluru | Jun 2017 – Jan 2019

- Redesigned a global B2B trading platform to streamline workflows for suppliers and buyers, boosting cross-border transactions.
- Designed a sports networking site for athletes, coaches, and professionals worldwide.
- Increased customer engagement in a hybrid video streaming app by designing its content thumbnail library, search results, program detail page, content groupings and iterating based on usability studies.
- Developed a real estate digital ecosystem with a post-booking app and broker platform, enhancing transparency, lead management, and transaction tracking.

Cognizant Technology Solutions/ UX Designer

Chennai | Sep 2015 – May 2017

Designed logistics and manufacturing order workflows for a supply chain web platform, improving order tracking and fulfilment efficiency. Contributed to a mobile banking platform that simplified multi-credit card access through a single login. Applied user research, interaction design, and usability testing to improve task success rates and reduce customer friction.

EDUCATION

Master of Arts in Film studies

2013 – 2015

Jadavpur University, Kolkata, India

Bachelor's of Science in Advertising, Psychology & Economics

2009 – 2012

University of Calcutta, Kolkata, India

Post graduate Diploma in Appreciation of Indian Art

2012 – 2013

Ramakrishna Mission Institute of Culture, Kolkata, India

International Understanding of Human Unity

2012 – 2013

Ramakrishna Mission Institute of Culture, Kolkata (UNESCO Approved) Kolkata, India

SKILLS

Design

Design Strategy, Vision Presentation, Wire framing with Figma, Axure RP, User flow, Prototyping, Journey Mapping, Information Architecture, Task Flows, Design Systems, Storyboarding,

Research

User Interviews, Surveys, Usability Testing, Heuristic Evaluation, Accessibility (WCAG)

Tools & Platforms

Figma, Sketch, Axure RP, Adobe Creative Suite

Visual communication

Style Guide, Icon, Presentation, Interactive Prototype, Mock Ups, Illustration

Domain expertise

E-commerce (B2B/B2C), Supply Chain, FinTech, Healthcare, Video Streaming, Real Estate, Agriculture