

SWASTIK BOSE

swastikbose98@gmail.com | (+91)7003984426 | [LinkedIn](#) | [X/itzmeSwastik](#) | [Dribbble](#)

Experiences

Zeise Digital | Senior UX Designer

Mar 2026 - Present

- **Directed** UX strategy for a slot booking and operations platform, bridging customer experience with business efficiency and performance metrics
- **Designed** a scalable football trivia product, **leveraging behavioral design and game mechanics** to drive sustained user engagement
- **Scaled** DesignOps through AI-integrated workflows (**Claude + MCP + Figma**), significantly reducing operational friction and increasing design velocity
- **Built** automation tooling to translate **AI-generated design tokens into Figma variables**, streamlining design system creation and adoption

Xetch | Founding Designer

Jul 2025 - Feb 2026

- Integrated **AI-driven design operations** across product design, client feedback loops, and creative scope utilization under tight deadlines using an **AI-enhanced Double Diamond design process**
- Built and managed a **team of 4 designers** with diverse skill sets to deliver and sustain the full client service cycle
- Defined the **Xetch brand identity**, portfolio website design system, and social media design direction through thought leadership
- Integrated **synthetic persona research workflows** using AI to accelerate and streamline the ideation process
- Designed **UX for AI-powered products** that increased user trust and confidence in the product experience
- Designed a **token launchpad** that converts ideas into memecoins to fund and build real Web3 products
- Crafted a **real-time content risk intelligence platform** embedding legal, brand, and compliance assurance directly into high-scale publishing workflows
- Designed an **AI-powered writing platform** that preserves creative flow without interrupting creative momentum
- Designed a **mobile reward platform** that converts **user airtime into coins redeemable for data plans** or real world rewards via telecom giants (**Ucell, UMS, UZMOBILE**) of Uzbekistan targeting **70M+ users** of central Asia

Metaborong Technologies Pvt Ltd. | Product Design Lead

Jul 2024 - Feb 2026

- Reimagined the **company brand identity**, Web3 client-focused [portfolio website](#), and social media asset libraries, driving **7.3K+ followers**
- Built and managed a **team of 2 designers** with diverse skill sets to deliver and sustain the full client service cycle
- Designed **Telegram Mini Apps** for **EVM-compatible Layer 1 blockchains**
- Designed a **liquid staking system for meme coins** that improves value retention by incentivizing long-term holding through tax- and exit-fee-based rewards
- Crafted the [DEOXY portfolio website](#), a Dubai-based Web3 development house and subsidiary of Metaborong, to support global business expansion
- Designed an **RWA asset tokenization platform** for land properties
- Designed an **iOS and Android app** for tokenizing AQI data to build a decentralized sensing network to address rising air pollution concerns with **AI enabled health suggestions**

Team Codesign | Frontend Developer (Next.js , React Native) & Jr. UX Designer

Jan 2024 - Jul 2024

- Created **Wireframes** for a speech to note creation application **partnering with product managers** in an agile delivery cycle
- Designed & **developed** the frontend of **mobile app interfaces** of user profile & note management system of internal product [Speech to Note](#)

Projects

Billr, An app to create Instant invoices for on-ground service professionals in germany

[Figma Link](#)

- **Defined the complete product UX**, from user flows and onboarding logic to invoice creation, dashboards, and edge-case handling for real-world service freelancers.
- **Built a scalable design system and interactive prototypes**, using variables and reusable components to deliver a fully designed, future-ready application.

SLOTS, an app to streamline salon and beauty service bookings for customers and providers

[Userflow](#) | [Figma Link](#)

- **Crafted the complete end-to-end UI for SLOTS**, covering user and service-provider apps, including booking flows, service

selection, scheduling, and full application UI for both home and offline salon services.

Community works

- Contributed as a **designer** and conducted a **Design & Vibe Coding workshop** using Figma Make for the **Friends of Figma, Kolkata** chapter
- Judged and mentored **3+ college hackathons** under the **MLH Fellowship**

Education

B.Tech in Electronics & Communication Engineering, Academy of Technology, Hooghly

2020 - 2024