

# TATHAGATA ACHARYA

Senior UX Designer at PayPal

I transform complex problems into simple, elegant solutions through collaboration and iteration. I blend qualitative and quantitative data to understand users, their contexts, and challenges. I'm passionate about crafting functional, intuitive designs that create impactful, user-centered experiences.

## What I do

**EMPATHIZE** with users to understand the challenges they face and how they impact the business.

**COLLABORATE** with cross-functional, global team of designers, product managers, engineers, data scientists and researchers to overcome challenges and constraints.

**SOLVE** user and business problems to deliver functional and intuitive experience to users while meeting business objectives.

## Education

### **Indian Institute of Technology, Kanpur**

Master of Design  
2013 - 2015

### **Calcutta Institute of Engineering & Management**

Bachelor of Technology  
2008 - 2012

## Experience

### **PayPal**

Senior UX Designer  
2021 - Present

I lead strategic initiatives where I analyze end to end systems from the lens of the user and the business to envision future state designs. I evangelize design and influence product roadmaps.

I collaborate with my cross functional partners to validate problem statements, create impactful designs, experiment and iterate to deliver value to PayPal users and stakeholders.

In 2023, I spearheaded transformative initiatives to drive annualized savings of over \$3M and elevated NPS from 40 to 90.

### **Jio Platforms**

Senior UX Designer  
2019 - 2021

I drove innovation and system enhancements, launching AJIO Credit and unassisted onboarding for AJIO Business during COVID-19. These impactful initiatives significantly grew the retailer base and boosted revenue.

### **UpGrad**

UX Designer  
2017 - 2019

Apart from designing UpGrads various educational platforms, I conducted user research and analysis to shape product strategies and branding for enhanced engagement and growth.

### **Persistent Systems**

Senior UX Designer  
2015 - 2017

I designed solutions across healthcare, finance, and more, creating user-centered designs that enhanced user satisfaction and operational efficiency through collaboration with stakeholders.