

UPAMANYU NASKAR

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PROFESSIONAL SUMMARY

Senior Product Designer and Product Owner with 11+ years of experience delivering enterprise-grade digital platforms across government, telecom, and global sports & entertainment sectors. Expert in UX architecture, complex data visualisation, ERP design, and cross-functional product delivery. Proven track record of translating ambiguous business problems into scalable, measurable solutions, including 375+ hours saved annually, ₹5.6L+ in onboarding cost reduction, and 36% faster incident identification across operational teams. Adept at owning the full design-to-delivery lifecycle in Agile environments.

SKILLS

UX / Product Design: UX Architecture, UI Design, User Experience Design, Wireframing, Prototyping, Design Systems, Data Visualisation, Dashboard Design, Usability Testing, User Research, Information Architecture, Figma

Product Management: Product Ownership, Product Roadmap, User Stories, Requirements Gathering, Functional Specifications, Agile, Scrum, Stakeholder Management, Cross-functional Delivery

AI & Automation: n8n, Make (Integromat), AI Workflow Automation, Claude Code, Cursor AI, Prompt Engineering, LLM-powered Product Design, Agentic Tooling

Technical: TypeScript, Python, Next.js, Angular, HubSpot CRM, CRM Integration, ERP Systems, Workflow Design, API-driven System Design, GitHub

Domain Expertise: Enterprise SaaS, Government Digital Services, Network Operations, Sports & Entertainment, Financial Management Systems

PROFESSIONAL EXPERIENCE

WePegasus | Gurugram, India April 2025 – Present

Product Owner

- Own end-to-end product delivery for a 4-product digital ecosystem, managing roadmap prioritisation, requirements definition, and cross-functional execution across engineering and operations teams.
- Translated complex business objectives into functional specifications, user stories, and workflow definitions, reducing engineering ambiguity and accelerating sprint velocity.
- Architected funnel-based acquisition and CRM governance systems, improving lead-to-conversion traceability and operational accountability across the business.
- Led n8n and Make (Integromat) automation implementation integrating website, CRM, and operational tools, eliminating manual handoffs and improving system scalability without additional headcount.
- Applied AI-assisted design and development workflows using Claude Code and Cursor AI, accelerating delivery cycles and reducing prototype-to-spec turnaround across product sprints.
- Coordinated cross-functional dependencies and delivery risks across 4 interconnected products, ensuring alignment between stakeholder expectations and technical execution.

ENDEAVOR – IMG Advisory | Mohali, India August 2023 – March 2025

Product Designer, Platform Delivery & Ownership

- Architected UX for enterprise platforms deployed by UFC, 160by90, and Olympics 2024 stakeholders, including The Wall reporting system and multi-tier approval workflows serving global operations.
- Designed data-heavy STADIUM ERP dashboards processing 1M+ operational data points, translating complex logistics and event operations into intuitive, role-specific interfaces.
- Delivered UX architecture that saved 375+ hours annually and cut per-user onboarding time by 2.5 hours across 19 ERP systems, reducing total onboarding costs by ₹5.6L+.
- Drove end-to-end design ownership across reporting, approvals, and governance workflows, ensuring enterprise-grade usability for multi-stakeholder, high-compliance environments.

BROADIO | Bangalore, India May 2020 – July 2023

Product Designer

- Designed NOCTIS, a network operations monitoring platform on Cisco Nexus 9000 architecture, providing real-time visibility across 120+ network nodes for telecom infrastructure teams.
- Built the KATYSIS analytics layer processing 1.2M+ operational signals annually, enabling data-driven network performance decisions and proactive incident management.
- Reduced incident identification time by 36% (18 min → 11.5 min) through dashboard redesign that surfaced critical alerts with reduced cognitive load for on-call engineers.
- Enabled 35% faster operational decision-making across 6 cross-functional teams via market-synced dashboards delivering real-time signal and performance data.

DOT Technologies | Mohali, India April 2015 – March 2020

UI/UX Designer

- Co-designed citizen service workflows for UMANG with SPICE Digital, improving accessibility and usability of Urban Development & Housing services for government portal users at national scale.
- Designed PFMS (Public Financial Management System) UX covering fund tracking, disbursement, national-scale approvals, and scheme monitoring, supporting financial governance across government programmes.
- Built Angular-based websites with HubSpot dynamic CRM integration, enabling automated lead management, segmentation, and personalised content delivery.

Ogilvy & Mather | Gurugram, India April 2013 – March 2015

Technical Copywriter

- Delivered 1,000+ SEO-optimised content sections for IBM Cloud, improving content discoverability and driving measurable page engagement across technical product documentation.
- Evolved scope from technical copywriting into UX design responsibilities for IBM and SKODA, applying user behaviour insights to improve page layouts and content-driven design decisions.

PROJECTS & OPEN SOURCE

next-auth-starter | TypeScript, Next.js 15 github.com/walkwithmanyu/next-auth-starter

- Plug-and-play authentication starter for Next.js 15, supporting Google OAuth, LinkedIn, Email+Password, Cloudflare Turnstile CAPTCHA, rate limiting, and session management out of the box.

kronos | Python github.com/walkwithmanyu/kronos

- Time compression testing utility, designed to accelerate test coverage and reduce iteration cycles in time-dependent workflows.

EDUCATION

Bachelor of Technology | Hindu College of Engineering 2012