

GAUTAM SATISH JAGANNATH

Senior Product Designer

Bengaluru, India | +91 8861315517 | gautam.satish.j@gmail.com | LinkedIn: <https://www.linkedin.com/in/gautam-satish-jagannath>

SKILLS

Product Design: User Research & Analysis, Data-Driven Design, Competitive Benchmarking, Funnel Analysis, User Flows, Product Strategy, Heuristic Evaluation, Data Visualization, Workflow Automation, Process Design

Experience Design: UX Research, UX Strategy, Design Thinking, User-Centric Design, Information Architecture, Interaction Design, Prototyping, Wireframing, UX Audit, Visual Design, Usability Testing, Accessibility, Design Systems

Design Tools: Figma, Adobe XD, Sketch, Miro, Zeplin, InVision, Azure, FigJam, Photoshop

UI Development: HTML, CSS, JavaScript, Sass, React, Tailwind CSS, AI-Assisted (Vibe) Coding

Product Management: SQL, Scrum, Agile, Jira, Airtable

EXPERIENCE

Experience Designer II — Electronic Arts (EA)

Nov 2025 – Present

Hyderabad, India

- Own end-to-end experience design for the D2C pod managing EA's Webstore across the full purchase journey
- Led UX and design strategy for 2–3 key Webstore features, partnering closely with engineering and product management, contributing to a revenue share improvement from **33% to 41% YoY**
- Built and maintain the Webstore design system, ensuring consistency and scalability across product surfaces
- Driving a strategic initiative to rebalance Webstore revenue split (IAP to direct) from current levels toward a **50/50 target**

Products Designed

- Star Wars: Galaxy of Heroes Webstore
- Webstore Design System

Senior UI/UX Designer — Zynga

Apr 2021 – Nov 2025

Bengaluru, India

- Pioneered Zynga's Webstore as a new cross-game product offering, architecting a scalable template design system that let any game in Zynga's portfolio be onboarded and tailored to its own theme and brand language — as part of the founding design team partnering with engineering on its first version, generating **~\$7.4M+ monthly in revenue**
- Launched the Webstore with Words With Friends, Zynga Poker, and Empires & Puzzles, scaling it to **12+ additional games**, and designed a seamless cross-app authentication flow that jumps users to their installed game app to authenticate and back to the browser Webstore — removing the need to log in separately per game
- Led the end-to-end redesign of LocManager, Zynga's legacy localization tool, as Lead Product Designer, partnering with PMs and engineering to replace a fully manual string-collection and translation workflow
- With LocaManager, the experience automated key manual processes in the localization pipeline and applied modern UX principles and the internal design system to streamline the experience for the localization team, designed to reduce manual **effort by over 47%** and reduce **errors/bugs by over 34%**
- Designed and managed core UX flows for token minting as the flagship product experience on Zynga's first **Web3** game platform (visitsugartown.com)
- Led design efforts across Zynga's main corporate websites — including a competitive benchmarking-driven redesign of Small Giant Games' careers page — and an internal messaging tool for Project Managers, reducing dependency on external vendors and software licenses to deliver **~\$670K in combined annual savings** (~\$300K + ~\$370K)
- Led design of an internal design system, enabling consistent, scalable creation of internal digital products across teams

Products Designed

- LocManager (localization tool redesign)
- Zynga Webstore (store.zynga.com)
- Web3 - visitsugartown.com

UI/UX Developer — PricewaterhouseCoopers (PwC)

Jul 2018 – Mar 2021

Bengaluru, India

- Designed and developed UX for a leading global hospital service platform, driving a **27% increase** in user retention and new user acquisition
- Partnered with Emerging Tech Advisory to design digital products for top healthcare and hospitality clients across the US market
- Delivered strategic digital solutions spanning healthcare, insurance, hospitality, and energy & utilities, applying emerging technologies to solve cross-industry business problems

IMPACT ACHIEVEMENTS

\$7.4 Million USD in Monthly Revenue — Zynga

- Contributed to the design and launch of an in-house Webstore, generating an average of **\$7.4 million USD** in monthly revenue

8 Recognition Awards — PwC

- Recognized for excellence across categories including Delivering Quality, Working Together, and Making a Difference

AI INTEGRATION

Figma Make & Vibe Coding

- Applies AI-assisted workflows for ideation and problem solving
- Generates rapid, testable prototypes to validate concepts early
- Prototypes interactions and micro-animations to refine motion design
- Vibe-coded interactive prototypes from Figma concepts by feeding AI models project context via markdown (.md) files and connecting through Figma's MCP integration, accelerating concept-to-prototype turnaround

EDUCATION

Bachelor of Engineering (B.E.) — Visvesvaraya Technological University

BMS Institute of Technology

2014-2018