Atul Dogra

Senior Product Designer | UX/UI Design | Design Systems
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PROFESSIONAL SUMMARY

Senior Product Designer with 9+ years of experience designing mobile apps, enterprise web platforms and multi-brand design systems for fintech, insurance, energy, health & wellness, media and entertainment clients. Leads design across the full product lifecycle (user research, information architecture, prototyping, UI design and developer handoff) and builds token-based Figma component libraries that keep iOS, Android, web and smart TV products consistent and accessible. Uses AI-assisted workflows (Figma Make, Figma MCP, Claude Code, Cursor) to move from concept to coded prototype faster. Seeking a Lead Designer role owning design direction and design system strategy.

CORE SKILLS

Product & UX Design: Product Design, UX Design, UI Design, Interaction Design, User Research, Usability Testing, Heuristic Evaluation, UX Audits, Information Architecture, User Flows, Journey Mapping, Wireframing, Prototyping, Mobile App Design, Responsive Web Design, Dashboard Design, Enterprise UX

Design Systems: Design Tokens, Figma Variables, Component Libraries, Multi-Brand Theming, Light & Dark Mode, Style Guides, Design Documentation, DesignOps, Accessibility (WCAG)

Visual & Motion: Visual Design, Typography, Colour Theory, Iconography, Layout & Grid Systems, Micro-interactions, Lottie, After Effects

Leadership & Collaboration: Design Leadership, Cross-Functional Collaboration, Stakeholder Management, Developer Handoff, Design Reviews, Mentoring, Client Presentations

Tools: Figma, Figma Variables, FigJam, Sketch, Adobe Photoshop, Illustrator, After Effects, Framer, Zeplin, LottieFiles

AI Tools: Figma Make, Figma AI, Figma MCP, Claude, Claude Code, Cursor, ChatGPT, Magic Patterns, Relume, Perplexity

PROFESSIONAL EXPERIENCE

Senior Experience Designer (Product Designer) Sep 2021 – Present
To The New | Noida, India

Lead designer for enterprise mobile and web products across fintech, edtech, healthcare, media and entertainment, owning UX strategy, UI design and delivery from discovery to launch.

- Designed and scaled a multi-brand design system for Fitness & Lifestyle Group (Asia-Pacific's largest health & wellness company) covering 4 brands and 450+ locations, with token-based colour, typography and component libraries in Figma Variables.
- Ran mobile and web UX audits across all four FLG brands to find inconsistencies and establish a single source of truth for design and engineering.
- Led end-to-end product design for Bally's Rewards App (50,000+ downloads), introducing digital player cards, Bluetooth EGM connectivity and light and dark themes.
- Designed VideoReady, a white-label OTT streaming platform for smart TV, web and mobile, from one design token system with primitive and semantic tokens and platform-specific type scales.
- Led mobile UX for personalisation, preference management and notification systems in large-scale consumer products.
- Trained developers and stakeholders on design tokens and component usage, reducing design-to-development handoff friction.
- Recognised with the Annual Impact Award (2026), three Star Performer awards and three Team Awards for client delivery and design quality.

UI/UX Designer Jul 2017 – Sep 2021
Copper Mobile India Pvt. Ltd. | Noida, India

Delivered UX and visual design for iOS, Android and responsive web applications across 10+ client projects, including Aon, Gexa Energy, Greendot and Audio Enhancement.

- Designed 600+ screens for Aon BondLink / Wrap, an enterprise surety management platform, and authored an 8-point grid style guide covering colour, spacing and UI components for engineering.
- Created wireframes, storyboards, visual designs and clickable prototypes for the mobile-first buyer journey redesign at Gexa Energy (NextEra Energy subsidiary), covering usage tracking, bill management and plan renewal.
- Designed Greendot's multi-theme iOS and Android app, including custom icons, sitemaps, storyboards and process flows.
- Designed two hybrid mobile apps for Audio Enhancement to configure school bells, paging, intercom and Bluetooth classroom devices, with motion design in Lottie and After Effects.
- Received the Creative Contributor Award (2018) for design innovation and client impact.

SELECTED PROJECTS

- **FLG Multi-Brand Design System**: design tokens and Figma component library for 4 fitness brands.
- **Bally's Rewards App**: iOS and Android casino rewards app, 50,000+ downloads.
- **VideoReady OTT Platform**: streaming UX for smart TV, web and mobile with remote, mouse and touch interaction patterns.
- **Aon BondLink**: enterprise dashboard design, unified search pattern and developer style guide.
- **Bolagspartner**: fintech web platform that simplifies complex company liquidation workflows in Sweden.
- **Rezee**: insurtech mobile app to activate and manage rental, vehicle and pet insurance policies.

CERTIFICATIONS

- Figma AI Workflow: From Vision to Version, Udemy (2026)
- ChatGPT and GPT-4 LLM Guide: Prompt Engineering, Udemy (2025)
- UX Audits Using Heuristic Evaluation, Udemy (2024)
- UX DesignOps: Working with Developers, LinkedIn Learning (2022)
- Foundations of User Experience (UX) Design, Google / Coursera (2021)

AWARDS

- Annual Impact Award, To The New (2026)
- Team Award, Fastest Growing Team, To The New (2026)
- Star Performer, Experience Design Competency Meet, To The New (2025)
- Team Award, Customer Delight Champions, To The New (2024)
- Creative Contributor Award, Copper Mobile (2018)

EDUCATION

Diploma in Web and Multimedia Design, Oxford Software Institute, Rohini (2016)
Bachelor of Commerce (B.Com), Bhim Rao Ambedkar College, University of Delhi (2013)

LANGUAGES

English (Professional), Hindi (Native), Punjabi