

Suchetana Biswas

UX Designer with 5 years of experience designing for complex, operations-facing products at Booking.com. I work across the full design process research, prototyping, testing with a focus on agent tooling, CRM workflows and self-service experiences. Most recently exploring AI-assisted design within Pega, with a track record of delivering measurable impact on CSAT, handling time and contact volume.

✉ schtnbiswas90@gmail.com ☎ +31644142251 📍 Amsterdam 🔗 <https://www.suchetanab.com/>

WORK EXPERIENCE

Booking.com (via Infosys)

UX Designer

March 2021 – Present · Amsterdam

- Designed across concurrent high-impact projects within the Customer Service domain, working with Product Managers, Engineers, and senior stakeholders.
- Applied full design thinking methodology user research, affinity mapping, shadowing, prototyping, and usability testing to identify pain points and deliver solutions.
- Consistently delivered measurable business impact: reduced agent handling time, contact volume, and operational costs across multiple initiatives.
- Navigated complex technical and organisational constraints (CRM migrations, MVP scoping, lift-and-shift failures) while maintaining user-centred design integrity.

Relocation Journey Redesign: Self-Service Digital Experience

Prototype | End to end design

- Redesigned Booking.com's end-to-end relocation support process, replacing a fragmented manual workflow (phone/email only) with a self-service digital experience.
- Designed a streamlined guest intake form, automated email communications, and an invoice submission flow, eliminating back-and-forth between agents and customers.
- Navigated a mid-project technical constraint by scoping an MVP collaboratively with engineering, preserving core user value within timeline and budget.
- Impact: 20% reduction in contact volume per case, 60% improvement in CSAT, and 8% reduction in yearly relocation-related costs.

Agent Reservation History & Single-View Tool

Research | Prototype | End to end design

- Identified a critical workflow gap where agents relied on a legacy dual-system setup, switching between tools mid-case to access reservation history and context.
- Led user research, facilitated stakeholder workshops, and designed a consolidated reservation timeline that surfaced all case-relevant information in one view.
- Designed within PEGA's CRM environment, aligning with migration goals while prioritising agent usability and reducing cognitive load.
- Impact: 90% of cases handled end-to-end in a single application (PEGA); significant reduction in Average Handling Time (AHT).

CS Partner Desktop Migration

Research | Prototype | End to end design

- Led end-to-end desktop UX design for a platform migration of a customer service tool from a legacy system to Pega, translating existing information architecture into a new design system under a 2-month delivery constraint
- Identified critical usability gaps post-launch through 5 agent interviews and 5 shadowing sessions, uncovering issues spanning design, engineering, and business process
- Synthesized research into an affinity map and reframed findings as Jobs to Be Done, shifting stakeholder conversation from UI fixes to root-cause process issues
- Built and presented a research-backed business case to product leadership, securing buy-in for a full process-level redesign rather than a UI-only patch

SKILLS

Design: End-to-End Product Design · UX Design · Interaction Design · Visual Design · Design Systems · Prototyping
Research: User Research · Usability Testing · Agent Shadowing · Affinity Mapping · Facilitation
Collaboration: Stakeholder Management · Cross-functional Collaboration · Agile · Design Thinking
Tools: Figma · Miro · PEGA Design Studio

EDUCATION

West Bengal University of Technology

Bachelor of Technology

July 2014

UX Design Institute

Professional diploma in UX Design

June 2025