

SUBHASISH KARMAKAR

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Design Leader | Entrepreneur | Culture Shaper

22 Years of hallmark career | Built global design orgs, ran award-winning restaurant.

□ PROFILE SYNOPSIS

- **Design Leadership:** Expert in driving design strategy and product innovation, shaping and shipping world-class products across diverse industries including Cyber Security, Healthcare, Consumer Electronics, Smart Home, Travel, and Enterprise Software.
- **Extensive leadership experience at top organizations** like Microsoft, IBM, Logitech, Philips, and multiple startups, guiding teams through complex, high-impact design challenges.
- **Excellence in spearheading design innovation**, leading POCs, ideation, and the creative design process, while influencing product roadmaps to deliver impactful, market-leading solutions.
- **Founded an award-winning Indian restaurant**, achieving Best Restaurant recognition 5 times over 6 successful years, blending business creativity and design excellence.
- **Progressive history of leading the AI and Agent experiences charter** for Microsoft India, winning 3 global hackathon awards and filing patents for design solutions.
- **Nurtured collaborative design cultures**, uniting engineering, business, and design teams globally to drive sustained innovation and performance.
- **Business Acumen:** Built profitable ventures and effectively managed multi-million-dollar budgets, demonstrating the ability to balance creativity with strategic business objectives.
- **Certified Product Manager (Pragmatic Marketing USA) and Human Factors Specialist (HFI)**, recognized for ability to transform design thinking into business success.

Core Competencies

Strategic Business Leadership & Innovation | Product Design | UX Strategy | Product Strategy | Design Leadership | Team Management | Product Management | P&L | Design Consulting | Mentoring | User Research | Interaction Design | AI & Agent Experience | Cross-functional Collaboration

□ CAREER CONTOUR

Microsoft India | Head of Design, Microsoft Security | JUN 2020 – APRIL 2025

Organizational Excellence:

- Founded the UX Organization in India for Microsoft's **\$20B** Security Business.
- Oversaw **10+** products across consumer and enterprise sectors.
- Expanded the Design Team to **24** members across two locations.
- Managed Principal and Senior Managers, guiding their teams to success.

Inclusive Design-Centric Team Culture:

- Built a diverse, cross-functional team, achieving a **75%+** thriving score for 4 years with under **3%** attrition.
- Instilled innovation and product-centric thinking, earning multiple global hackathon awards.
- Promoted a customer-centric culture in Product Management and Engineering by collaborating with CVPs and organizing design thinking workshops.

Product Excellence & Innovation:

- Led Agent and Embedded Copilot experiences for Microsoft Purview.
- Spearheaded the design of V1 security products for both consumer and enterprise markets.
- Pioneered an **AI-driven cyber fraud prevention solution**, boosting cybercrime detection by 40% in collaboration with Telangana Police.
- Elevated app store ratings from 2.5 to **4**, increasing monthly usage to **2M** in one year.
- Contributed to the incubation team developing **next-gen Security products** using AI agents.

Pramati Technologies | Head of Product Design & Services | APR 2016 – May 2020

- Expanded Wavemaker's client base from 0 to 20+ in 3 years.
- Founded Imaginea Design Labs, driving team growth and business expansion.
- Managed sales, digital marketing, and P&L, ensuring sustained business growth and profitability.

Founder of Indian Restaurant Nabanno | JUN 2014 - FEB 2020

- Managed the end-to-end customer experience, crafting seamless omnichannel branding.
- Designed innovative food offerings and experiences.
- Featured in prestigious media outlets like BBC Good Food. Gained recognition across national magazines, newspapers & TV channels.

Director of Product Design | Canvera | JUN 2013 – May 2014

- Leading the design team of 20+ members and successfully delivering 4 cross-platform consumer products.

Head of Design and Product Management | Logitech | Nov 2011 - Mar 2013

- Managed a global design team of Product Designers, Product Managers, Industrial Designers & Design Agencies across India and the US, successfully launching 3 universal remotes in Europe and North America, which became bestsellers on Amazon and Best Buy.

❑ EARLY CAREER GLIMPSE

Manager User Experience | Philips Design | Singapore | Dec 2010 – Oct 2011

Manager User Experience | IBM Software Labs | Bangalore | Dec 2009 – Nov 2010

Manager User Experience | eMids Technologies | Bangalore | Nov 2008 – Nov 2009

Manager User Experience | Convergys Learning | Hyderabad | Feb 2003 – Nov 2008

Various Organizations | Mar 1999 – Feb 2003

Began as a Visualizer and Designer at 123greetings, later working with startups and mid-size organizations for 4 years.

❑ NOTABLE ACCOMPLISHMENTS

- Microsoft India: Launched V1 of the Defender consumer product with an app store rating of 4+.
- Microsoft India: Scaled the team from 2 to 24 members across multiple locations.
- Microsoft India: Earned global hackathon awards for innovative solutions.
- Wavemaker: Redesigned the RAD platform, driving a \$5M revenue boost.
- Sensit: Nominated as one of the most innovative products at UXINDIA 2017 for the IoT smart chair.
- Imaginea Design Labs: Grew revenue from \$0 to \$3M and built a diverse team of 45 designers across 3 locations.
- Nabanno: Won the prestigious Times Food Award for 5 consecutive years.
- Canvera: Launched 4 key products within just 9 months, ensuring rapid market impact.
- Canvera: Designed a platform that resulted in a 30% increase in new customer acquisition.
- Logitech: Successfully launched 3 smart remotes, including Harmony Ultimate, Harmony Smart Control, and Harmony Touch, which became the best-selling remotes of the year.

❑ BLOGS & ARTICLES

- [Crafting Experiences: Blending culture, cuisine and Craft-Beyond the interface](#)
- [5 Reasons why design is going to lead the business of the future](#)
- [Role of Design in IOT](#)
- [How to design an usable EMR application \(Whitepaper\)](#)
- [Applying Learner Centered Design in designing training for Call Center Agents \(Case Study\)](#)

❑ TALKS

- [Designing for Micro moments](#)
- [Design Thinking for Startups](#)

❑ ACADEMIC CREDENTIALS

- Masters in English Literature | 1998 (Dropped Out)
- Bachelor of Arts (English Honors) | University of Calcutta | 1996