

Anik Ghosh

Product Manager

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Product manager with nearly six years in B2B products. After leading UX for enterprise tools at Mercedes-Benz and Coca-Cola HBC, I now own internal ops tooling, the employer (HR) experience and analytics at a health-benefits startup. A designer by training: I research, prototype and ship code myself, so ideas reach users quickly.

EXPERIENCE

Pazcare · Group health insurance and benefits platform

Oct 2025 – Present

Product Manager, Operations and HR Experience

- Own the partner ops dashboard (endorsements, claims, client onboarding) and the HR dashboard.
- **Endorsement automation:** built automated submission to insurers through APIs, RPA bots and AI email agents, with tracking by insurer. Raised the automated share of lives from 0% to 25%, 22,000+ lives across 21 insurers.
- **Client onboarding:** moved onboarding off Excel and into the product: one board whose stages come from platform data, used by the onboarding and placement teams. 300+ companies onboarded through it, with onboarding TAT down 20%.
- **Claims analytics:** launched an HR claims analytics page, live for every client HR (1,400+ companies), and a weekly claims digest email for every client with active group health cover.
- **Design system:** standardising five years of one-off UI into one system of tokens and shared components, documented in Storybook, so screens built by AI coding agents match the rest of the app.
- **Hands-on building:** prototype and ship my own changes, with 400+ PRs merged to production.

Wongdoody · Experience design agency

Jan 2021 – Oct 2025

Senior Lead, Experience Design

Sales planning and allocation for Mercedes-Benz · 2.5 years

- Led UX for four enterprise tools used by executive teams in Germany for global vehicle allocation and production tracking, running interviews and usability tests inside SAFe sprints.
- Contributed to a WCAG AA design system used across 40+ internal products.

Employee experience strategy for Coca-Cola HBC · 3 months

- Ran 60+ user interviews across 18 countries and combined them with portal data and surveys into 50+ insights and a UX strategy by regional role.

Mobile banking app for Jordan Commercial Bank · 3 months

- Led research and workshops with senior management to reposition the app for users under 30, then shipped the MVP in 8 weeks.

SKILLS

Product	Product strategy, workflow automation, product analytics and dashboards, requirement gathering, PRDs, stakeholder alignment
Research	User interviews, usability testing, journey mapping, data analysis
Design	Prototyping, design systems, dashboard design, data visualisation, service design, information design, accessibility (WCAG)
Build	React, TypeScript, CSS, Claude Code
Tools	Figma, Storybook, Linear, Jira, Miro

EDUCATION

M.Des, School of Planning and Architecture, Bhopal 2018 – 2020

Papers: "Wayfinding Systems in Shopping Malls" (HWE 2018); "A Framework for the Analysis and Design of Visual Political Communication" (ICoRD '21, IIT Bombay).

OUTSIDE WORK

Run the film club Cinema Next Door.