Santosh Kumar Sahu
Lead UX Designer

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I am a user experience designer with a talent and passion for delivering intuitive, functional, and compelling interactive solutions that fulfils user needs and surpass client expectations. I have 8+ years of interactive experience. including research, strategy, and visual design with specialised in UX/IA/UCD.

I am having a strong passion for design strategy, user research, human interaction design, wire framing and storytelling. Leveraging a successful career in designing strive to meet user needs and behaviours while balancing them with client business needs.

Design Portfolio

| Empathise | Problem Finding | User Scenario | Mind Mapping | Ideate | Design |

Education

Bachelors Of Arts & Humanities
Biju Patnaik University of Technology, Rourkela, Odisha
2007 - 2011

Certifications

Certified UX Designer
By NN Group Certification - 2020

Google UX Certification
By Google (Dec 2021)

Work Experience

HTC Global Services | Lead UX Designer

Aug 2021 – Mar 2023

Designed and drove the user experience process across Societe Generale Web management systems, including Feature Segregation, User Research, Competitive Analysis, Wireframes, Prototypes, Usability Tests, Information Architecture, and User flow. I prepared complete design system of Societe Generale to help the developer.

Roles & Responsibilities:

- Requirement gathering sessions
- Primary research about users and understanding their Pain points
- Research on Power BI capabilities
- **Persona** creation
- **Information Architecture**
- Redefining **user flows**
- UI designs as per standard guidelines

Aritha Consulting | UX Designer - Freelance

Nov 2020 – July 2021

Designed and drove the user experience process across **1aJobs** Mobile Application, including Feature Segregation, Competitive Analysis, Wireframes, Prototypes, Information Architecture, and User flow.

Roles & Responsibilities:

- Requirement gathering sessions
- Primary research about users and understanding their Pain points
- **Information Architecture**
- Redefining **UI Frames**
- UI designs as per standard guidelines

Ubique System | UI/UX Designer

Jan 2020 – Nov 2020

Designed a cross-platform mobile app for Advantage. I was leading a team of owning all phases of the design lifecycle from user research (primary and secondary) to ideation, design execution and user testing.

Roles & Responsibilities:

- Conducted **User Interviews**
- **User analysis & Persona** Creation
- **Heuristic Analysis**
- Component Library & Specification document
- A **Design system** to have seamless experience throughout the applications
- **Logo designs** for existing applications
- Mockups based on the design system

Accenture | UI/UX Engineer

Feb 2017 – Nov 2019

Played a role in improving user experience of a Celegene web application, AirBus & MyWizard. Conceptualising creative ideas with clients. Establishing design guidelines, standards, and best practices. Maintaining the appearance of websites by enforcing content standards.

Roles & Responsibilities:

- Understanding existing user flow
- **Heuristic analysis**
- **Scenario** creation
- **Business insights Dashboards**
- Creating enhanced UI designs based on their brand guideline.

Simplilearn | UI/UX Designer

Mar 2015 – Feb 2017

Played a role in improving user experience of a Simplilearn Website. Conceptualising creative ideas with Product head & founder. Establishing design guidelines, standards, and Brand-book. Maintaining the appearance of websites by enforcing content standards.

Roles & Responsibilities:

- **Stakeholder interviews** and requirement gathering sessions
- **Brainstorming** activities with extensive working sessions
- User flows and **journey mapping**
- **Personas** and scenario creation
- Heuristic analysis
- **Design System** creation along with **Wireframes, Visual designs** & **Prototype**

HIBU India pvt ltd | UI Designer

Jan 2014 – Mar 2015

- Worked on Dashboard design and graphs.
- Work closely with the engineering team to define detailed feature requirements, including those using advanced computer vision and computer graphics, and ensure the features work as intended.

Skills

- User Research
- Journey Mapping
- Wireframing
- Prototyping
- Sketching
- Collaborative
- Empathising
- Critical thinking and logic
- Problem Solving
- Agile UX
- Data Analytics
- Design System
- User Flow
- Visual Design
- Data Visualisation
- Persona Creations

Tools