SANTHOSH
PRABAKAR BADHRI

Design & Develop

UI/UX Lead with 12+ years of experience designing, developing, and optimizing digital products. Expertise in front-end development (ReactJS, Tailwind, Bootstrap), UX research, design sy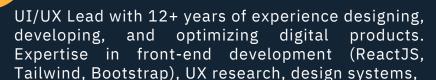stems, and accessibility. Proven ability to lead cross-functional teams, streamline product development, and enhance user engagement. Passionate about mentoring designers and developers while aligning design strategies with business goals. Hands-on with Agile methodologies, prototyping, and cloud-based deployment.

EXPERIENCE

HSBC (Purview Services)
UI - UX Lead   **[Aug 2023 - Till Date]**
- Led a team of 8 designers & developers to build an internal portal, improving data processing efficiency by 30%.
- Designed wireframes in Figma and developed responsive UI using ReactJS & Bootstrap.
- Conducted usability testing, optimizing workflow navigation for internal teams.
- Reviewed and deployed front-end code with CI/CD pipelines.

Systemsoft
UI Lead   **[Apr 2023 - Aug 2023]**
- Designed and developed business applications for multiple clients, handling cloud deployments in AWS.
- Created reusable ReactJS components, reducing front-end dev time by 40%.
- Led UX research initiatives to refine interaction models and accessibility.

Callaway Golf
UI Lead   **[Oct 2022 - Jan 2023]**
- Developed front-end features for the SAP eCommerce platform.
- Optimized site performance, leading to a 25% increase in user engagement.
- Built company sites in WordPress for marketing initiatives.

Infosys (Nithyo Infotech)

Sr. Developer   **[Jul 2022 - Oct 2022]**
- Developed React-based UI modules for enterprise applications.
- Ensured design consistency using Figma and Tailwind CSS.
- Conducted code reviews and performance optimizations.

10X Incubator

UI Lead   **[Dec 2021 - Mar 2022]**
- Led a team of 5 developers to build VueJS-based mobile applications.
- Designed scalable UI components, improving modularity and efficiency.

Indegene

Web Lead   **[May 2021 - Nov 2021]**
- Created interactive, responsive web applications using HTML, CSS, and JavaScript.
- Integrated SEO best practices, increasing organic traffic by 20%.

Skuad

Sr. Developer   **[Oct 2015 - Jan 2021]**
Expertise in Hybris/SAP Commerce Cloud, ensuring seamless integration with UI components. I understand the requirement and share the same with the team of UX designers, UI developers and back-end developers. I transform Figma designs into Static HTML and dynamic components. I debug and resolve UI issues promptly.

Sitosys E-Media Pvt Ltd

Jr Web Designer   **[Jul 2012 - Oct 2015]**
I design and develop responsive websites using HTML, CSS, and JavaScript based on client requirements. I created logos, icons, and other visual designs using graphic design tools such as Adobe Photoshop, Illustrator, and Figma. I was executing and customizing WordPress themes to create custom websites. I was into developing and managing digital marketing campaigns using social media, email, and other digital marketing techniques.

EDUCATION

ZICA - DIPLOMA IN ANIMATION
Aug 2014 - Jul 2013

NEXUS COLLEGE OF SCIENCE & TECH
Jun 2008 - May 2012

NARAYANA JR COLLEGE
Jun 2006 - May 2008

ST. DOMNICS HIGH SCHOOL
May 2006

CONTACT

Hyderabad

Home: +91-814-254-6693

hello@santy.in

www.santy.in

CORE SKILL

Design & UX

- Wireframing & Prototyping: Figma, Adobe XD
- User Research & Testing: A/B Testing, Heatmaps
- Design Systems & Accessibility: WCAG, Material UI

Front-End Development

- Languages & Frameworks: ReactJS, VueJS, JavaScript, HTML5, CSS3
- Styling & UI Components: Tailwind, Bootstrap, Styled Components
- API Integration & Performance Optimization

Tools & Cloud Platforms

- Version Control & CI/CD: Git, Bitbucket, Jenkins
- Cloud & CMS: AWS, GCP, WordPress, SAP Commerce (Hybris)

HOBBIES

- 🎮 Gaming
- 📖 Reading Manga
- 🎦 Watching Anime
- 🏊 Swimming
- 🚴 Cycling