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|  | **SANTHOSH PRABAKAR BADHRI**  **UI/UX Lead**  Experienced **UI/UX Architect** with 12+ years in designing and optimizing digital products across **Banking**, **Ecommerce**, **Real Estate**, and **Healthcare**. Skilled in **ReactJS**, **Tailwind CSS**, and **UX research**, with a strong focus on **design systems** and **accessibility**. Seeking a challenging role as a **UI/UX Architect** or **Product Manager** to drive innovative, user-centered solutions. Open to opportunities in **Hyderabad** or **Remote**. | | |  |  | | --- | --- | | 8142546693 |  | | hello@santy.in |  | | Hyderabad |  | |  |  | |
|  | **PROFILE SUMMARY**     * **Skilled in leading cross-functional teams, streamlining product development processes, and significantly improving user engagement** and operational efficiency. Passionate about mentoring teams, implementing Agile methodologies, and aligning design strategies with business objectives. * **Expert in front-end development** with advanced proficiency in ReactJS and VueJS, coupled with a strong foundation in user-centered design, enabling the creation of visually compelling and highly functional digital products that engage users. * **UI/UX Lead at HSBC**, managing a team of 8 designers and developers, leading the development of an internal portal that improved operational efficiency by 30%. * **Versatile skill set** across UI/UX design, front-end development, and team leadership, consistently delivering high-quality digital solutions aligned with business objectives. * **Achieved a 30% increase in data processing efficiency** by designing and implementing an advanced internal portal that transformed workflow operations. * **Strong leadership abilities**, fostering a collaborative, creative, and innovative team culture that drives success in high-impact projects. * **Extensive expertise in design systems** and **accessibility standards**, ensuring all solutions meet industry best practices for inclusive, user-friendly experiences. * **Streamlined manual processes** with automation, reducing data entry time from 3 days to 1 day and increasing efficiency. * **Proficient in cloud-based deployment strategies** and agile methodologies, ensuring the rapid and scalable delivery of digital solutions that address market needs. * **Skilled in cross-functional collaboration**, working closely with product managers, developers, and stakeholders to deliver innovative solutions that align with business goals and user expectations. * **Commitment to continuous professional growth**, staying updated on the latest trends and technologies in UI/UX design through regular workshops and training.   **EDUCATION**  **Bachelor of Science**  Nexus College of Science & Tech, **2012**  **Diploma in Animation** ZICA, **2014**  **CERTIFICATIONS**   |  |  | | --- | --- | |  | Certified UX Designer | |  | AWS Certified Solutions Architect | | **CORE COMPETENCIES**   |  | | --- | | UI/UX Design & Architecture  Agile Project Management  Cross-functional Team Leadership  Product Development & Strategy  Interaction Design  Usability Testing Methodologies  Stakeholder Engagement  Design Thinking Framework  Agile Methodologies & Project Management  Continuous Improvement Processes |   **TECHNICAL SKILLS**   |  |  | | --- | --- | | **Prototyping & Wireframing:** Figma, Adobe XD, InVision, Balsamiq |  | | **User Research & Testing:** A/B Testing, Heatmaps, User Interviews, Usability Testing, Crazy Egg, Hotjar |  | | **Design System Implementation:** Material UI, Atomic Design, Custom Design Systems, Component Libraries |  | | **UI Performance Optimization:** Lazy Loading, Code Splitting, Image Optimization, React Performance Tools (React Profiler), Webpack, Lighthouse Audits |  | | **Accessibility & WCAG Standards:** WCAG 2.0/2.1 Compliance, ARIA, Screen Reader Testing, Color Contrast Tools, Keyboard Navigation |  | | |
|  | **CAREER TIMELINE (Recent 7)**  **Since 2023**  Buy Skuad software - HR Platform - Software ResellersIndegene announces its New Brand Logo - Passionate In MarketingThe 10X Incubator Aims To Give Everyone The Opportunity To Become A Tech  Entrepreneur - Tech Company NewsNityo InfotechCallaway Logo PNG Vector (EPS) Free DownloadIT Business Solutions and Consulting Services | System SoftFile:HSBC logo (2018).svg - Wikipedia  **2021-2021**  **2021-2022**  **2022-2022**  **2023-2023**  **2010-12**  **2022-2023**  **WORK EXPERIENCE**  **HSBC (Purview Services) as UI/UX Lead | Aug 2023 – Present**  **Responsibilities:**   * **Providing visionary leadership** to 8-member cross-functional team, spearheading the design and development of a high-impact internal data portal, resulting in streamlined operations & elevated user engagement. **Driving continuous improvements** through collaborative team efforts and feedback. * **Architecting and implementing** responsive, user-centric interfaces using ReactJS and Bootstrap, complemented by intuitive prototypes built in Figma. **Ensuring design consistency** and alignment with business goals throughout the development process. * **Championing usability testing** and feedback loops, fostering iterative improvements and aligning solutions with evolving business needs. **Facilitating a user-centered design approach** to optimize user satisfaction and product usability. * **Orchestrating CI/CD pipeline integration** for seamless deployment and quality assurance across environments. **Ensuring continuous delivery** of high-quality features with minimal disruption. * **Acting** as a strategic liaison with product stakeholders to ensure solution alignment with enterprise objectives and end-user expectations. **Building strong cross-functional relationships** to promote collaboration and knowledge-sharing. * **Cultivating a design-driven culture** by mentoring junior talent, enforcing UI/UX best practices, and embedding user empathy into the development lifecycle. **Encouraging creative problem-solving** and fostering professional growth within the team.   **Key Achievements:**   * **Introduced automation initiatives** that significantly reduce manual data managing, slashing turnaround time from 3 days to just 1. * **Enhanced operational efficiency** through the implementation of innovative automation solutions. * **Elevated operational efficiency by 30%** through the rollout of a high-performing internal portal. * **Achieved a 40% reduction in manual processing** time via automation innovations. * **Earned leadership recognition for fostering collaboration**, ownership, and innovation across the design team. * **Compressed development timelines by embracing agile methodologies** and modern tooling.   **Systemsoft as UI Lead | Apr 2023 – Aug 2023**   * **Led front-end architecture for client applications, optimizing scalability with reusable ReactJS components and AWS deployments, boosting development by 40%.** Developed design systems and enhanced UX with research-driven improvements, increasing engagement and accessibility. * **Collaborated with stakeholders to align designs with business goals,** cutting development time by 40% and strengthening client relationships through agile delivery.   **Callaway Golf as UI Lead | Oct 2022 – Jan 2023**   * **Directed UI development for SAP eCommerce platforms, enhancing performance** and customer retention, while collaborating with marketing teams to create high-converting landing pages and product showcases. * Delivered WordPress microsites and optimized UI, boosting user engagement by 25% and supporting Callaway’s digital expansion, with seamless API integration and resolving critical UX performance issues.   **Infosys (Nithyo Infotech) as Senior Developer | Jul 2022 – Oct 2022**   * **Delivered UI modules using ReactJS for enterprise applications**, modernizing legacy systems to improve load times and user satisfaction. Implemented unit testing frameworks to ensure robust code quality and stability. * **Spearheaded UI modernization efforts, enhancing application speed and responsiveness**, reducing front-end defects, and boosting development cadence through peer reviews and reusable module development. Acted as a go-to resource for UI optimization, accessibility, and team mentorship.   **10X Incubator as UI Lead | Dec 2021 – Mar 2022**   * **Led end-to-end design and development of VueJS-based mobile applications** for startups, creating atomic-level UI components for scalable development. Conducted competitive analysis and UX research to inform product strategy, and raised usability scores through iterative design improvements. * **Mentored junior developers, fostering a culture of rapid learning and peer-to-peer learning**. Delivered fully functional, visually engaging apps under tight timelines, achieving performance gains through optimized state management and lazy loading.   **Indegene as Web Lead | May 2021 – Nov 2021**   * **Built responsive, SEO-optimized web applications for the healthcare and pharma industry**, aligning front-end efforts with UX, SEO, and content teams for cross-channel consistency. Increased organic search visibility by 20% through mobile-first, performance-optimized UIs. * **Managed UI testing, issue triage, and performance monitoring**, contributing to agile ceremonies and promoting test-driven development. Streamlined front-end workflows, reduced time-to-market, and minimized production issues through meticulous QA and documentation practices.   **Skuad as Senior Developer | Oct 2015 – Jan 2021**   * **Developed UI integrations with Hybris/SAP Commerce Cloud, optimizing B2B/B2C eCommerce** and translating Figma wireframes into responsive, cross-browser UIs. * **Led sprint planning and mentored junior developers**, delivering scalable front-end solutions that enhanced client satisfaction and user experience.   **Sitosys E-Media Pvt. Ltd. as Junior Web Designer | Jul 2012 – Oct 2015**   * **Designed and developed responsive websites using HTML, CSS, and JavaScript**, creating visual assets with Photoshop, Illustrator, and Figma. * **Customized WordPress themes** and executed digital marketing campaigns, enhancing brand reach through SEO, social media, and email strategies. | | |
| **PERSONAL DETAILS**  **Address : Hyderabad, Telangana Date of Birth : 25/11/1990** | | | |