

# Debabrata Sahoo

Product Research & STEM Innovation — UX & Behavioural Systems

Bhubaneswar, India — debabratasahoo1331@gmail.com — +91 9560900718 — Portfolio — GitHub — LinkedIn

## Summary

Product and UX-focused engineering student interested in understanding user decision behaviour in digital systems. Experience designing reliability frameworks, behavioural experiments, and usability audits to identify trust and retention problems. Comfortable combining research, analysis, and technical implementation.

## Skills

**Product & Research:** Problem framing, behavioural analysis, usability evaluation, experiment design

**Programming:** Python, SQL

**Tools:** Figma, Canva, Git, Power BI, Tailwind, React

**Technical Areas:** Data processing, automation workflows, system reliability thinking

## Selected Work

### Reliable Pickup System - Product Design Case Study

- Designed commitment-based ride matching concept to reduce cancellations caused by uncertainty.
- Identified trust threshold as primary behavioural trigger instead of ETA accuracy.
- Proposed measurable reliability metrics and experiment plan.

### Learning App Drop-off Study - UX Research

- Conducted behavioural simulation with 64 students to analyse early churn patterns.
- Found retention depends on recovery after difficulty rather than motivation.
- Suggested recovery-focused interaction design instead of reminder-based engagement.

### LeapScholar Booking Experience Audit - Product Evaluation

- Analysed counselling onboarding flow and identified decision-confidence friction points.
- Proposed usability fixes improving clarity without adding features.

## Internship

### Digital & Automation Intern -Siemens Healthineers

May 2025 – Jul 2025

- Built automation tools for structured engineering datasets (SBOM, DICOM).
- Generated validation reports and reduced manual verification effort.

## Applied Research & Leadership

### IEEE VSSUT Student Branch - Vice Chair

- Analysed participation behaviour and improved engagement consistency.
- Structured communication and feedback collection process.

### Amrit Peedhi Global Student Summit - Research & Analytics Consultant

- Created actionable content planning insights curriculum and structure.

## Education

### B.Tech Electronics & Telecommunication - VSSUT Burla

2022–2026

### B.S.(Foundtion) in Data Science - IIT Madras (Online Degree)

2023–2026

## Achievements

Smart India Hackathon Finalist

National Student Space Challenge (IIT KGP) Finalist

IEEE YESIST Finalist