Debabrata Sahoo

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.

Experience

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

- Converted participant feedback into actionable content planning insights.

Education

B.Tech Electronics & Telecommunication - VSSUT Burla   2022–2026
BS in Data Science - IIT Madras (Online Degree)

Achievements

Smart India Hackathon Finalist
National Student Space Challenge (IIT KGP) Finalist
IEEE YESIST Finalist