

SRIJAN SAHA

Sr. Product Designer

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ABOUT

Innovative and results-driven Sr. Product Designer with 3 years of experience in creating engaging and user-centric web and mobile interfaces. Demonstrated expertise in optimizing design processes, enhancing user satisfaction, and driving product success through cross-functional collaboration. Adept at leading design projects from concept to completion, leveraging strong analytical and creative skills to deliver impactful solutions that meet business objectives.

EXPERIENCE

Sr. Product Designer

Edudigm Education

11/2022 06/2024 Kolkata

- Optimize Release Efficiency:** Boost product release efficiency by 15% through collaborative planning with product managers and marketing teams, aligning design strategies with market needs.
- Increase User Engagement:** Improve user engagement by 20% by refining prototypes based on user feedback, enhancing both functionality and visual appeal.
- Enhance User Experiences:** Conduct comprehensive user research and usability testing, leading to a 15% rise in user satisfaction scores.
- Streamline Design Consistency:** Standardize design processes, reducing development time by 10% and ensuring cohesive user experiences across platforms.

Ui/Ux Designer

Frugal Testing

12/2021 06/2022 Hyderabad

- Directed Team Projects:** Led a team of 5 designers, achieving a 95% on-time project completion rate and enhancing team productivity by 20%.
- Amplified Social Media Presence:** Developed and executed a social media strategy, increasing engagement by 40% and follower growth.
- Transformed User Interfaces:** Crafted intuitive web and mobile interfaces, contributing to a 50% increase in user satisfaction.
- Strengthened Brand Recognition:** Formulated and refined branding materials, elevating brand recognition by 20%.
- Implemented user feedback mechanisms:** Improving product usability by 15%.
- Led the redesign of a key product interface, which contributed to a 10% increase in user retention rates.

EDUCATION

Bachelor of Design

University of Petroleum & Energy Studies

01/2018 01/2022

Secondary Education

St.Stephen's School

01/2016 01/2018

STRENGTHS

Prototyping

Collaboration

Presentation

Communication

AI Orchestration

User Analysis

SKILLS

Team Manageent

figma

Wireframing

Cross-Functional Collaboration

UI/UX

UI/UX Design

AI Orchestration

PROJECTS

ByteBucks

Objective Created a visually compelling and user-friendly landing page for ByteBucks, aimed at facilitating the sale of unused internet data.

- Implemented** A floating QR code for brochure downloads, leading to a 40% increase in brochure downloads.
- Developed** A step-by-step "How It Works" section with illustrative icons, increasing user understanding and interaction by 45%.
- Designed** An interactive, modern design aesthetic, which resulted in a 50% boost in user engagement.
- Outcome** Enhanced conversion rates by 30% and improved user retention through a more informative and visually engaging landing page.

Smart Shiksha App

Objective Designed the UI/UX for the Smart Shiksha app, focused on fostering interactive group learning for students in backward areas.

- Established** Learning pods and group activity functionalities, which increased collaborative learning by 50%.
- Integrated** Teacher supervision tools, leading to a 40% improvement in teacher-student interaction during learning sessions.
- Created** User-friendly educational interfaces, resulting in a 45% boost in student participation.
- Outcome** Received positive feedback from 80% of users on the app's usability and educational impact, contributing to a 60% increase in app adoption rates among target schools.