

### **RAMESH KUMAR SAO**

Senior Product Designer

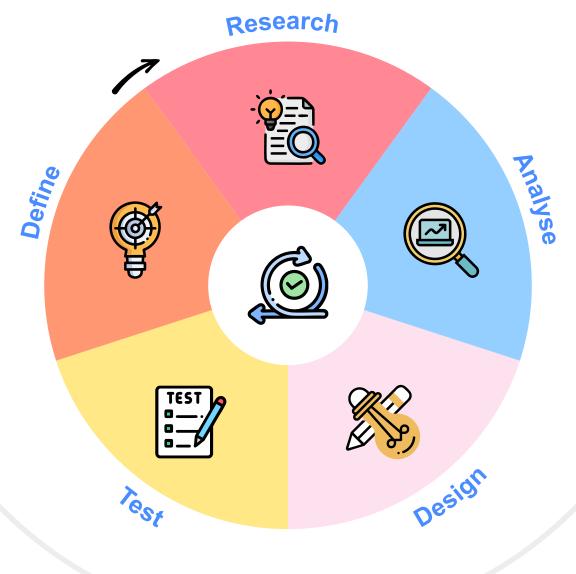
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# **Design Process**



# Professional Summary

With a decade of experience in user experience, product design, and user interface design, I have honed my skills across a diverse range of platforms and industries.

My expertise lies in deeply understanding and aligning with the vision of both users and clients. I am adept at applying advanced techniques in research, information architecture, persona development, user stories, user flows, wireframing, interactive prototyping, and adhering to WCAG standards.





### **ApplyBoard** ∘ Gurugram

Senior Product Designer From April 2022 - September 2024 · 2 yrs 6 mos

As a Senior Product Designer at ApplyBoard, I lead the design process to create accessible, user-centric solutions for students, educators, and partners worldwide. Using research and data-driven insights, I develop seamless, impactful experiences across platforms to enhance the educational journey.

#### Key Achievements with ApplyBoard App (Mobile & Web)

- UI Revamp: Led an audit to finalize reusable components, ensuring UI consistency, reducing workload, and improving load times. Reduced conversion time from 30 to 22 minutes.
- User Retention: Achieved 90% retention in Month 1 and 87% in Month 6, increasing unique partner conversions to 1,240.
- Financial Management: Capped annual burn at ₹2 Crores, automated processes, and implemented OCR & third-party integrations, doubling conversion rates.
- Gross Margin: Increased gross margin by 12% after optimizing costs and improving infrastructure, development, and design.



#### Presidea Tech • Gurugram

Senior UX Designer - Lead From February 2021 - March 2022 · 1 year 2 month

I led this project from inception, beginning with developing a clear understanding of the stakeholder's vision. I provided comprehensive guidance and solutions throughout the ideation phase, ensuring that the project stayed aligned with the original goals. My role extended through to delivery, where I oversaw the implementation process, including managing third-party contributors to ensure seamless integration and execution of the project.



**EM3 Agri Services** ∘ Noida Senior UX Designer - Lead From October 2019 to January 2021 · 1 year 4 month

As the sole designer, I was responsible for revamping the legacy pages of the Samadhan App, which caters to Farmers, Operators, Center Managers, and Admins. I focused on making these pages more user-friendly, reusable, and easier to develop and manage for future updates. The Samadhan App is available on Android and Web platforms.



#### Magic Software & Magic Edtech ∘ Noida

User Experience Designer From November 2016 to October 2019 3 year 0 month

In the Product Team, I independently managed the UI/UX design for two products simultaneously: MagicBox and AskKea (Leap).

- MagicBox is a leading e-learning solution from Magic Software, renowned globally by publishers. It is available across multiple platforms, including Android, iOS, Windows, macOS, Chromebook, and as a web app.
- Leap, a new venture by Magic Software, focuses on corporate learning and incorporates AI and ML technologies. It is available on Android, iOS, and as a web app.



#### BlackLight Studio Works o Noida

Graphic - UI/UX Designer From November 2014 to October 2016 · 2 year 0 month

I have independently developed 5 to 6 mobile games, which collectively have garnered between 500,000 and 1,000,000 downloads. These apps consistently maintain an average rating of 4.5 or higher across various app stores & have been featured multiple times.

#### A/B Testing Results for Solitaire Logo:

- Test Conducted: Comparison between modern and old-fashioned logo designs.
- Initial Outcome: Achieved a 54% increase in downloads with the old-fashioned logo.
- Total Downloads Post-Adaption: Increased to 90% downloads.



#### Qubix Solution o Ghaziabad

Graphic Designer From November 2013 to October 2014 · 1 year 0 month

I primarily focused on print media assignments, designing a wide range of materials including event hoardings, panels, banners, pamphlets, and logos. My work included creating visual assets for notable clients such as BMW, Make My Trip, Aviva, and Cargill.



#### Zee Media ∘ Noida

Intern From August 2013 to October 2013 · 0 year 3 month

In this role in the Advertising Department, I directed and delivered multiple advertisements for Dabur, as well as daily promotional illustrations. Additionally, at Zee News, I was also member of the production team for the "Bharat Bhagya Vidhata" program.

# **Design Skills**

Heuristic Analysis · Accessibility Design · WCAG Guidlines · Design Systems · Design Thinking · Usability Testing · Web Design · Mobile Design · Responsive Design · Wireframing · Prototyping · Testing · Visual Design · Interaction Design · Information Architecture · Brand Identity · Branding · Market Analysis · Market Research · User Research · Competitive Analysis · Persona · Typography · Visual Communication · Creative Design · Graphic Design · Typography · Design Principles · User Experience (UX) · User Interface (UI)

### Management Skills

Team Leadership · Project Management · Stakeholder Engagement · Mentorship · Design Documentation · Agile methodologies · Cross-Functional Collaboration · Creative Direction · Time Management · Change Management Design Strategy Collaboration Tool KPI Development Performance Metrics Conflict Resolution · Data-Driven Design · Sustainability in Design · Conceptual Design · A/B Testing · Ethical Design · Cultural Sensitivity · Negotiation Skills · Problem Solving · Inclusivity · Feedback Loops · Scrum Master

#### Software Skills - Tools

Adobe XD, Figma, Sketch - Prototype · Lucidchart, Draw.io - User Journey, Product Journey · Zira, Miro, Microsoft Office - Project Management · Adobe Suit : Photoshop - Raster Graphic · Illustratore - Vector Graphic · After Effect - Motion Graphic · Premier Pro - Video Editing · Audition - Audio Editing

### **⋈** Education



Mahatma Gandhi University Multimedia & Animation 62% Jan 2010 to Dec 2013



**Mahatma Gandhi University** 12th HSSCE 52% Jan 2007 to Mar 2008



**Chhattisgarh Board** 10th HSCE 56% Jan 2005 to Aug 2006

### **Certificates - Click to View**



Google **UX Design Specialization** Mar 2021 to Aug 2021



**IxDF UX Management** Aug 2021 to Oct 2021



Linkedin Information Architecture Jun 2022 to Jul 2022



Microsoft Accesibility Fundamentals Sep 2021 to Sep 2021



Adobe **UX Design Foundation** Sep 2021 to Sep 2021

**IBM** 

**IBM** Enterprise Design Thinking Aug 2021 to Sep 2021

## **Award and Recognition**

Ace Performer - ApplyBoard

Agiler - Magic Edtech

Bug Hunter - BlackLight Studio Works

Best Intern - Zee Media

## 3 Language

Interest

Native - Hindi English Badminton

Painting

Tech Enthusiast

Gaming

Cooking

Swimming

### Work and Portfolio - Click to View



All Links of Work & Portfolio



www.behance.net/RameshSao



www.dribbble.com/RameshSao



https://lottiefiles.com/rameshsao



www.vimeo.com/RameshSao