RAMESH KUMAR SAO

Senior Product Designer

"In my world, users come first"

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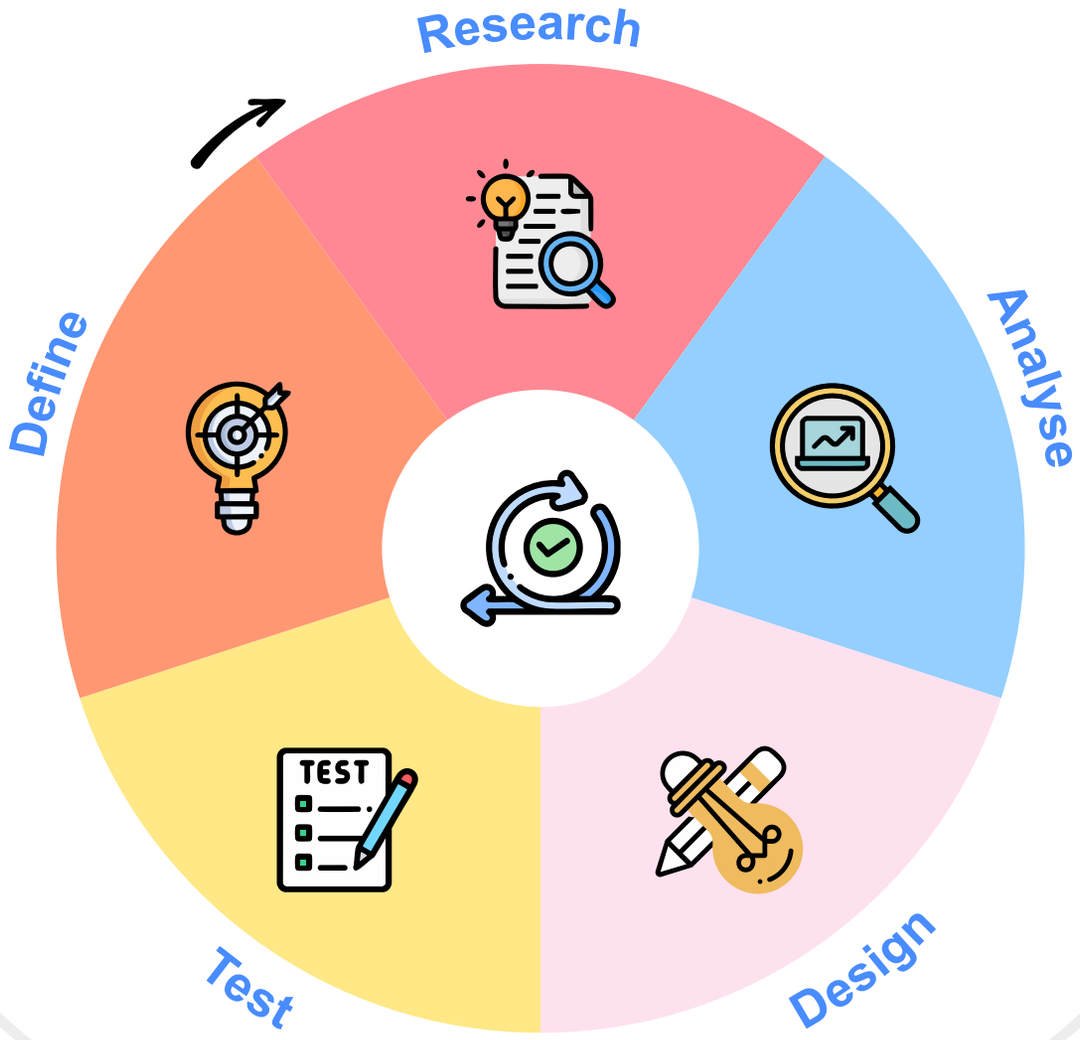
Design Process



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.

Work Experience

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
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
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 Guidelines · Design Systems · Design Thinking · Usability Testing · Web Design · Mobile Design · Responsive Design · Wire-framing · 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 · Illustrator - 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
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

Language

Native - Hindi | English

Interest

Badminton | Painting | Tech Enthusiast | Gaming | Cooking | Swimming

Work and Portfolio - Click to View

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