



# Debashish Sahu

Senior Interaction Designer, 3 Years (Design) & 3.5 Years (Development)

## Sr. Interaction Designer, Imaginea Design Labs

As a Sr. Interaction Designer, a major portion of my work involves coming up with new and best experiences for the varied software or digital products in the Design Labs and leading from the front.

Following are brief list of key responsibilities:

- Lead brainstorming and conceptualization sessions internally as well as the clients; elicit and evolve the business requirements through interviews and workshops.
- Work within multi-disciplinary teams to ideate on design challenges as well as to evaluate the feasibility of proposed solutions.
- Develop use cases, personas, scenarios and storyboards.
- Define user task and interaction flows.
- Create screen-level interaction designs and detailed user interface specifications.

Also working and heading the IoT Lab within the design team. The IoT Lab is not only centered around IoT but extends to the field of Tangible Media where we find ways to deliver experience across channel with the help of the latest technologies.

## Personal Information

### Date of Birth

December 19th, 1982

### Address

6-3-628/7, Ravindra Nagar  
Anand Nagar Colony, Khairatabad  
Hyderabad-500004

### Email

debashishsahu@outlook.com

### Phone

+91-7406891234

## Employment

2015 - Current

### Senior Interaction Designer @ Pramati Technologies Pvt. Ltd.

from December, 2015 to Current

#### Sr. Designer & Design Lead in Imaginea Design Labs

As a Sr. Interaction Designer, a major portion of my work involves coming up with new and best experiences for the varied software or digital products in the Design Labs and leading from the front.

Following are some of the design projects executed by me:

- FlyDubai Holidays, FlyDubai  
User Research Analyst User Personas Usability Testing
- Microclear. Agility Logistics [Web](#) | [Resp. App](#)  
Requirement Analysis & Scoping Wireframes
- Hyderabad Metro, Fission Labs [Mobile App](#)  
Requirement Gathering & Scoping Usecase Detailing Wireframes
- Ezili App and Retail Concepts. In-House  
User Research Market Research Brainstorming Conceptualization Persona Creation Usecase Detailing Wireframes Visual Design
- Spine Chair. In-House  
User Research Feasibility Study Wireframes H/W Prototyping

2013 - 2015

### User Experience Designer @ Mindtree Ltd.

from November, 2013 to December, 2015

Designer UX/IxD in Digital & RnD Lab

Worked as Interaction Designer/User Experience Designer in a co-innovation lab called The Digital Pumpkin. The Digital Pumpkin was a CoE of the upcoming technology be it Tangible Media, IoT, gestures based devices, AR/VR etc. the idea was to create a working showcase of products and solutions which could link experience, end-users and business together.

Majorly worked on interaction and UX of all the PoC & prototypes which were built under the banner.

The work was usually spanned across different facets of the Design Process be it User Research, Competitor Analysis, Technical Feasibility, Feature Analysis, Product Design etc. [Portfolio Link](#)

2010 - 2011

### **Senior Software Engineer, MDG @ Nagarro Softwares & Pvt. Ltd.**

from August, 2010 to April, 2011

#### **Design and Development of Sharepoint Web Portals**

Worked as a Senior Software Engineer, Member Delivery Group in developing Web based applications in Microsoft Technologies in MOSS 2007 and SharePoint Server 2010. The task mainly involved customization of master pages, design and development of custom webparts, site templates, page templates etc.

Following were the intranet and internet webportals which I worked on:

- Estee Lauder Web Portal, Estee Lauder Inc. [Jan/2011 - Apr/2011]
- TAIT Web Portal, TAIT Inc. [Oct/2010 – Dec/2010]
- e-Health Solutions, Sigmacare & Co. Inc. [Jul/2010 – Sep/2010]

2007 - 2010

### **Software Engineer @ L&T Infotech**

from November, 2008 to April, 2010

#### **Design and Development of Sharepoint Web Portals**

Worked as a Software Engineer in the Team which worked exclusively on the various internet and intranet webportals for Viacom Inc.

Following were the projects which I worked on:

- International Portals, Viacom Inc. [Feb/2010 – Mar/2010]
- CSD-EM, Viacom Inc. [Oct/2008 – Feb/2010]
- Viacom MS Portal Support, Viacom Inc. [Aug/2008 to Oct/2008]
- NickPress, Viacom Inc. [Apr/2008 to Aug/2008]

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## **Education**

2011 - 2013

### **PGDPD, New Media Design**

from 2011 to 2013

#### **National Institute of Design**

The New Media Design Programme is trans-disciplinary in nature, applying and integrating knowledge from various disciplines. In this sense, it is a unique combination of design, art, science and technology.

2003 - 2007

### **B.E. Computer Science**

from 2003 to 2007

#### **Lingaya's Institute of Mgmt. and Technology**

Completed B.E., Computer Science from Lingaya's Institute of Technology affiliated to Maharishi Dayanand University, Rohtak.

2002 - 2003

### **Advanced Diploma in Software Technology**

from 2002 to 2003

#### **ECIT**

Successfully completed Advance Diploma in Software Technology from ECIT (Govt. of India undertaking institute)

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## **Skills**

### **Design**

User Experience Design, Interaction Design, User Personas, Storyboards, Wireframes

### **Tools**

**Adobe Illustrator**  
Expert

**Adobe Photoshop**  
Good

**Sketch**  
Expert

**Indesign**  
Very Good

## **Adobe Fireworks**

Very Good

## **Balsamiq**

Expert

## **Axure RP**

Good

## **Unity 3D**

Average

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## **Development**

### **Scripting Languages**

HTML, CSS, javaScript, jQuery, XML

### **Programming**

#### **Languages**

C, C++, C#, Java, Python, VB

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## **Hobbies**

Movies , Singing , Bicycling , Computer Games , Creative Coding , Reading , Traveling, Cooking

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