

SANTHOSH A

UX DESIGNER

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PROFESSIONAL SUMMARY

With over 3+ years of expertise in B2B-focused UX and product design, I specialize in delivering innovative solutions. Known for achieving impactful product design successes, I'm excited to elevate projects with user-centric design, and collaborating with cross-functional teams to transform ideas into effective ux/ui interfaces achieving a remarkable 15-25% improvement.

SKILLS

Technical Skills: User-Centric Design, Design Thinking, Qualitative & Quantitative Analysis, User Story Development, Information Architecture, Sitemaps, Wireframing, Prototyping, Storyboarding, Design System Creation, Visual Design, Illustration, Layout Adjustment, Usability Testing, Interaction Design, HTML, CSS, JS, Bootstrap, Adobe CC, Figma.

Soft Skills: Verbal & Written Communication, Problem-Solving, Time Management, Project Coordination, Presentation Skills

WORK HISTORY

UX Designer

Intellemo AdTech Pvt Ltd

October 2022 - Present

Gurugram, Haryana, India

- Proposed subscription plans, leading to a **remarkable 6x increase in company revenue** and sustained growth.
- Led end-to-end product design, reducing development time by **20% through efficient collaboration**, creating **journey map, user flows, wireframing, prototypes, and A/B testing**.
- Integrated **AI-generated UI** with website & mobile design, resulting in a **30% increase in user engagement** and positive feedback from investors.
- Propelled revenue growth with **high-performing landing page UIs**. Led **creative ad campaigns** for major clients, achieving a **remarkable percentage increase in their revenue**.

UX Designer

Iconic Dream Focus Pvt Ltd

October 2020 - October 2022

Chennai, Tamil Nadu, India

- Revamped a Tamil Nadu government project, **winning first place** with a **30% boost in opportunities** for our company. Led **ideation, UI redesign, and effective team leadership** under pressure.
- Collaborated seamlessly on the "**DRMURS**" project, demonstrating strong teamwork, effective communication, and led as a **team lead** to optimize workflow, **reducing project delivery time by 25%**.
- Delivered the company's website under tight deadlines, showcasing **rapid skill acquisition** and effective **time management**, achieving a remarkable **20% reduction in project timeline as a newcomer**.
- Interned as a developer, fostering a **20% improvement in collaboration** between designers and developers while implementing new ideas and features.

EDUCATION

Bachelor of Information Technology

Loyola-Icam College of Engineering and Technology

July 2016 - Jun 2020

Chennai, Tamil Nadu, India

CERTIFICATION

Advanced UX UI Design Course

Aspira Design

August 2022

Chennai, Tamil Nadu, India