

# SANTHOSH A

## UX DESIGNER

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## PROFESSIONAL SUMMARY

Bringing 3+ years of expertise in user-centric design and product innovation. Proven track record of turning abstract concepts into tangible solutions with a customer-centric approach. Adept at strategic design execution, problem-solving, and seamless collaboration with cross-functional teams.

## SKILLS

**Technical Skills:** User - Centric Design, User Research, Design Thinking, Competitor Analysis, Heuristic Analysis, Task flows, Information Architecture, Wireframes, Rapid Prototyping, Iterative Design, Design System, Visual Design, Usability Testing, A/B Testing, Interaction Design, HTML, CSS, JS, Bootstrap, Adobe CC, Figma, Miro, Clarity

**Soft Skills:** Verbal & Written Communication, Problem-Solving, Project Coordination, Presentation Skills, Storytelling Skills

## WORK HISTORY

### UX Designer

October 2022 - Present

Intellemo AdTech Pvt Ltd

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 in business strategy**, creating **journey map, user flows, wireframes, 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**. Revamped UI drove **app installs from 1K to 10T+**. Led **creative ad campaigns** for major clients, achieving a remarkable percentage increase.

### UX Designer

December 2020 - October 2022

Iconic Dream Focus Pvt Ltd

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

July 2016 - Nov 2020

Loyola-Icam College of Engineering and Technology

Chennai, Tamil Nadu, India

## CERTIFICATION

### Advanced UX UI Design Course

August 2022

Aspira Design

Chennai, Tamil Nadu, India