

SANTHOSH A

UX DESIGNER

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PROFESSIONAL SUMMARY

With 3+ years in B2B focus, seeking impactful projects to apply innovative design solutions. Driven by innovation and a user-centric approach, I specialise in achieving remarkable product design successes.

WORK HISTORY

Intellemo AdTech

[10/2022 - Present]

UX Designer

- 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**.
- Merged **AI-generated UI** with website & mobile design, resulting in a **30% increase in user engagement** and positive feedback from investors.

Iconic Dream Focus

[10/2020 - 10/2022]

UX Designer

- Conducted **UX-driven case study** on a dream-achieving app, overseeing **research to testing**.
- 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%**.

Software Developer - Intern

[08/2020 - 10/2020]

- Successfully developed the company's website within a tight deadline, showcasing **rapid skill acquisition** and **effective time management** as a newcomer to the field.
- Hands-on web development in **HTML, CSS & JS**, fostering effective developer-designer **communication** with **strong interpersonal skills**.

SKILLS

Technical Skills

User-Centric Design
User Journey
Workflow Design
Layout & Composition
Design System
Wireframing & Prototyping
Mockups
Interaction Design
Usability Testing
Figma & Sketch
InVision, Zeplin & Axure
Adobe Creative Cloud
HTML, CSS & JS

Soft Skills

Problem-Solving
Strong Communication Skills
Documentation Skills
Agile Methodology
Positive Attitude

EDUCATION

B.Tech in Information Technology

Loyola-ICAM College, Chennai

Batch: June 2016 - May 2020

CERTIFICATION

Advanced UX UI Design

Aspira Design, Chennai

Batch: April 2022 - August 2022

Issued on August 2022