

# 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

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**, 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

October 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 - Jun 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