

# SANTHOSH A

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## Experience

### Senior UX/UI Designer

Parla Retail (UK Based) | May 2024 - Present

- Navigated complex international ecommerce requirements by collaborating with **US/UK clients and enterprise partner NFM**, successfully launching **cross-cultural UX solutions** with high stakeholder satisfaction.
- Addressed poor user communication workflows by designing **interactive CTA system with omnichannel integration**, resulting in **enhanced user engagement** through seamless calls, messaging, and booking capabilities.
- Streamlined inefficient sales processes through **comprehensive dashboard interface redesign**, achieving **improved salesperson productivity** and optimized client interaction management.
- Overcame limited ecommerce functionality by revamping **"Show & Sell" platform with video call integration**, driving **significant sales growth in US market expansion** through enhanced user experience.
- Resolved complex appointment booking challenges by developing **intuitive scheduler with enhanced workflows**, substantially **reducing booking complexity** and improving customer satisfaction scores.

### Lead UX/UI Designer

Intellemo.AI, Gurugram | Oct 2022 - Feb 2024

- Tackled declining client engagement by leading **comprehensive UI architecture redesign**, achieving **25% increase in client engagement and ad sales** through strategic user-centered design implementation.
- Addressed poor monetization strategy through **competitor analysis and subscription model optimization**, successfully **boosting revenue from 0.35% to 13%** via improved billing communication and value proposition.
- Overcome limited app adoption by enhancing **usability and interaction design**, successfully **scaling app downloads from 1K to 100K+** through improved user experience and interface optimization.
- Simplified complex AI integration challenges by designing **streamlined interfaces for ad promotion features**, delivering **20% improvement in user experience** and seamless workflow automation.

### UX/UI Designer

Iconic Dream Focus Private Limited, Chennai | Aug 2020 - Oct 2022

- Accelerated project delivery by implementing **agile design methodologies and team leadership**, achieving **25% reduction in delivery time** while maintaining high-quality user experience standards.
- Developed startup's flagship product by designing **"DRMURS" social networking application from concept to launch**, creating user-centered solutions that became the **company's leading product** with strong market reception.
- Won competitive government platform redesign by applying **information architecture principles to Vandaloer Zoo project**, securing **first place recognition** and generating **30% increase in business opportunities**.

## Key Projects

#### Show & Sell Platform - Parla Retail

Architected ecommerce platform connecting users with salespersons through intelligent call routing, chat handoffs, in-call product additions, and payment processing.

#### Customer Scheduler Integration

Designed third-party appointment booking system for ecommerce platforms with real-time availability and automated notifications.

#### Revenue Optimization - Intellemo

Restructured billing methodology with subscription models, significantly increasing client plan adoption through improved UX communication.

## Freelance & Community Leadership

#### The Pixel Society | June 2024 - Present

Founded design community providing UX/UI solutions while mentoring emerging designers through practical projects.

#### One India ATM - Irvaaan Pvt Ltd

Designed money loader app enabling ATM owners to track deposits and manage operations through intuitive dashboard.

#### AI Battery Analytics - Irasus Technologies

Created analytics dashboard for vehicle battery monitoring with interactive charts across geographical regions.

## Education

### B.Tech in Information Technology

Anna University, Chennai | 2016 - 2020

### Advanced UX UI Design Certification

Aspira Design Institute, Chennai

## Skills

### Design Tools

Figma Advanced • Whimsical • Adobe Photoshop • Illustrator • InDesign • CorelDraw • AI Design Tools

### UX Research

User Research • Qualitative & Quantitative Analysis • Information Architecture • User Flow Design • Maze Usability Testing • A/B Testing • Competitor Analysis

### Technical

HTML5 • CSS3 • JavaScript • React (AI-Assisted) • Responsive Design • API Integration

### Project Management

Jira Agile Sprints • Cross-functional Collaboration • Design Systems • Rapid Prototyping

### Leadership

Team Leadership • Client Relations • Strategic Communication • Active Listening • Stakeholder Management

## Mentorship & Community

### UX/UI Mentor - Fita Academy

Anna Nagar, Chennai | April 2024 - Present

Mentored **100+ students** in UX/UI design principles, resulting in **20+ successful placements** in leading design roles. Conducted workshops on design thinking, user research methodologies, and industry best practices.

## Awards & Recognition

### First Place Winner

Tamil Nadu Government Digital Platform Redesign (Vandaloor Zoo Project) - recognized for innovative UX solutions and accessibility improvements.

### Design Excellence

DRMURS Social App - acclaimed as flagship product for startup success and user engagement optimization.

## Languages

Tamil: Native • English: Fluent • Hindi: Conversational (Read/Write/Understand)

## Professional Focus

Seeking **long-term career growth in design agency environments** to work on **diverse project portfolios** across multiple industries. Passionate about building lasting partnerships while expanding creative expertise through **varied client challenges**, from startups to enterprise solutions, ensuring continuous learning and professional development.

