

# 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 Vandaloor 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 - Iravaan 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.

