



# SUMAN SAHOO

Product Designer & UX Strategist

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## PROFILE

- **Area of Expertise:** Develop and execute customer experience solutions for online applications and websites.
- **Design Methodology:** Manage the design, creation, and production of customers experience elements from product concept through completion, including product updates and revisions.
- **Leadership and Collaboration:** Proactive cross-functional investigator with a strong sense of initiative and product ownership.

## EXPERIENCE



**LIVESWITCH** (Job Estimation via Video Call/SAAS Product)

Jan 2024-Oct 2024

### SR. USER EXPERIENCE DESIGNER

- Scaled product by **adding 5+ feature set** impacting User experience by 40% enabling enhanced video calling features for both mobile and desktop.
- Conducted **weekly UX audits** for design-to-code error finding, solving usability issues, increasing customer satisfaction, improving the **repeat purchase rate by 25-30%** in 6 months.
- Worked with **AI tools-- Midjourney, Riverside** to create brand assets for product & marketing collaterals which includes website, product listings, associated tools and social media posts.
- Ensured consistency with **design system & brand guidelines**, enabling faster execution across channels.



**INDEGENE** (MedTech Solutions/B2B)

May 2021-Dec 2023

### SR. UI/UX DESIGNER

- Enabled more than **12+ projects and acquired multiple pre-sales/MVP projects** which brought **investment worth of 50M** from various international clients across the globe.
- **Conducted more than 10 UX workshops**, consolidating findings and inform development team.
- Worked on **7+ migration projects**, creating user stories leading to better user flows for well-known healthcare brands using **key screens, site maps, taxonomies navigation schematics**.
- **Hired and led** a 5-member product design team, supporting individual goals aligned with project objectives to ensure timely, high-quality deliverables.



**HARMAN INTERNATIONAL** (Professional Audio & Visual Systems/B2B)

Jan 2020-May 2021

### ASSOCIATE INTERACTION DESIGNER

- Designed an app for JBL Professional for DJs, audio enthusiast - achieving over **100k+ Downloads** on App and Play store.
- Enabled A/V management tool, design libraries, and report inconsistencies, cutting workload and operational costs.
- Visualised **complex audio data**, improving accessibility and usability for **web and mobile applications**.
- Experience in **Enterprise Design systems** to create assets and up-keeping of design library.

## RETAIL EXPERIENCE DESIGNER (GRADUATION PROJECT)

- Conceptualized an **AR app for customers** visiting Mapro stores-- product finding, mapping paths, QR code integration, Object Recognition, AR-based experiences.
- Designed physical store fixtures to **improve in-store shopping experience**, increasing product recognition and recall in consumer behaviour.
- Created brand identities for major product categories which overall increased the **customer shopping experience by 32%**.

## EDUCATION



**National Institute of Design**

2016-2019

M.DES, DESIGN FOR RETAIL EXPERIENCE



**National Institute of Fashion Technology**

2012-2016

B.DES, LIFESTYLE DESIGN

## REFERENCES (Contact details available on request)

<b>Michael Adams</b> (CEO, Liveswitch)	<b>Manager</b>	<b>Sushant CS</b> (Professor, NID)	<b>Mentor</b>
<b>Vittal Iyer</b> (Director, Indegene)	<b>Manager</b>	<b>Prabhat Raju</b> (UX Designer, Harman)	<b>Teammate</b>

## SKILLS

### Experience Design:

Problem Solving, Customer Journey, System Thinking, Accessibility, Tasks flow

### Interface Design:

Mood Boards, Wireframes, Visual design, Interactive Prototyping, Design System, HTML, CSS, 3D Modelling, Digital Illustrations

### Research:

Qualitative Research, Market Research, User Persona, Interview & surveys, Data Analysis, User Testing, UX Workshops, Mix-Method Research

### Tools:

Figma, Framer, Webflow, Notion, Miro, HotJar, Invivo, Lucidchart, Maze, Adobe CC, Spline | Gen AI tools : MidJourney, DALL-E, Perplexity, Claude

## COURSES & CERTIFICATIONS



**Advanced Certification in UX Strategy** (IIT, Delhi)

Jan 2024



**Foundations of Project Management** (Google Course, Coursera)

April 2022

## INTERESTS

### Art & Architecture

Obsessed with dream homes I can't afford, thanks to Grand Design. Exploring 3D modeling, Gen AI for fun.

### Technology & Start-ups

A tech optimist who finds joy in Shark tank pitches, startup chaos and radical innovation.

### Stories & Travel

Animation lover, storyteller and a traveler saving up for the next adventure filled with cuisines, culture and stories.

### Recent Reads & Games:

Art of looking side ways, Freakonomics, Windmills of the god, Euclidean Lands, Tiles, Monument Valley