

# ASHIMANANDA SAHOO

## Senior UI/UX Designer

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📍 Bengaluru, KA, IND



## PROFESSIONAL SUMMARY

UI/UX Designer with 14+ years of experience, including 8+ years in user-centered design and UX strategy for enterprise systems. Expertise in translating business goals into intuitive digital experiences. Adept in design systems, accessibility (WCAG), wireframing, prototyping, stakeholder presentations, front-end collaboration, and team mentoring. Proven success in delivering scalable, inclusive, and high-impact product solutions.

## PROFESSIONAL EXPERIENCE

### Senior UI/UX Designer | UI/UX Designer

#### SecurEyes Techno Services Pvt Ltd

05/2019 - Present 🌐 Bengaluru, KA, India

- Established a robust **design system** to address **inconsistent user experiences**, enhancing **scalability** across platforms by **80%**.
- Overcame **WCAG compliance** challenges by collaborating with cross-functional teams, boosting **user accessibility** by **90%**.
- Conducted creative workshops, user research, and usability testing to inform design solutions.
- Engineered **responsive, accessible websites** under tight deadlines, enhancing user engagement by **100%** using **HTML5, CSS3, JavaScript, Bootstrap and Angular**.
- Lead UX for onboarding, compliance, and enterprise SaaS flows.
- Designed all products interactive **wireframes** and **responsive prototypes** to enhance user engagement and streamline project workflows.
- Implemented **design best practices** to address **accessibility** challenges, enhancing user satisfaction by **100%**.
- Addressed design proficiency gaps by mentoring junior designers, boosting their skills by **80%** and fostering a culture of **design excellence**.

#### Key Achievements:

- Spearheaded the adoption of a scalable, inclusive design system across enterprise platforms.
- Boosted engagement through improved **flows** and **accessibility**.
- Aligned UI design with dev workflows using **JavaScript** and **Angular** to boost team **collaboration**.

### Tech Manager | Tech Lead | Graphic Designer

#### Printo Document Services Pvt Ltd

09/2016 - 05/2019 🌐 Bengaluru, KA, India

- Lead a **5-member** team to address design inconsistencies, delivering **high-quality assets** for **web** and **marketing** that improved user engagement by **70%**.
- Redesigned **branding** and **layouts** to meet unique client requests, enhancing user engagement by **100%**.
- Ensured customer satisfaction through **design quality** and **personalized solutions**.
- Evaluated **inefficient workflows** by optimizing **production processes**, achieving a **50%** reduction in project turnaround time.

#### Key Achievements:

- Helped scale the **design business** and streamline **design-to-production workflows**.
- Delivered **customer-facing designs** that supported sales and engagement.

### Visual Merchandiser | System Administrator

#### The World Retails Pvt Ltd

10/2012 - 07/2016 🌐 Bhubaneswar, OR, India

### Desktop Support Engineer

#### TCS (e-Municipality Project)

08/2010 - 09/2012 🌐 Bhubaneswar, OR, India

## TECHNICAL SKILLS

### Design Tools:

- Figma, Adobe XD, Photoshop, Illustrator, InDesign, CorelDraw, Zeplin

### Prototyping/Wireframing:

- Figma, Adobe XD, Zeplin

### Front-End Technologies:

- HTML5, CSS3, Bootstrap, WordPress, JavaScript, Angular

### UX & Research:

- UX Architecture, Interaction Design, Design Systems, Accessibility (WCAG), Google Analytics, Journey Mapping, Persona Creation

### Soft Skills:

- Facilitation, Stakeholder Communication, Team Leadership, Design Thinking

### Other Tools:

- Microsoft Office, Trello, Jira

## ADDITIONAL SKILLS

### Google Analytics

- User Behavior & Data-Driven Design

### Accessibility (WCAG 2.1)

- Best Practices in Inclusive Design

## EDUCATION

### Master of Computer Application

#### North Orissa University, Odisha

04/2009 - 03/2012 🌐 Odisha

## CERTIFICATION

### Advanced Certification in UI/UX Design Strategy

#### IIT, Guwahati

01/2023 - 09/2023 🌐 Guwahati

## INTERESTS

### Extracurricular Interests

- ★ Photography
- ★ Travel
- ★ UI Design Trends
- ★ Movie
- ★ Cricket
- ★ Badminton
- ★ Carrom