



Sarthak Sahoo

UX Designer

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Links

Portfolio:
[rockysahoo.design](#) ↗

Natera Work (password is 2006):
[figma.com](#) ↗

Skills

user research,
interaction design,
information architecture,
prototyping,
journey mapping,
design systems,
Accessibility (WCAG),
Usability Testing,
AI-Assisted Product
Design,
user flows,
data visualization,
HTML/CSS, A/B testing,
wireframing,
front-end development,
responsive design,
user interface design

Professional summary

Product & UX Designer with 4+ years of experience designing complex workflows across healthcare and financial services. Experienced in user research, prototyping, design systems, and AI-assisted products that improve accuracy and operational efficiency.

Employment history

Jan 2026 – May 2026
UX Designer, Natera

- Improved AI-assisted document extraction accuracy from 60% to 97%, reducing manual validation effort and increasing workflow efficiency.
- Reduced tissue acquisition workflow time by 10–15 minutes through operational and UX improvements across oncology workflows.
- Redesigned clinical specimen handling materials and proposed packaging solutions intended to reduce rejection risk and avoid \$1K–\$30K repeat biopsy costs across 10,000+ projected shipments.
- Conducted onsite workflow research with six stakeholder groups to identify specimen handling pain points and operational bottlenecks.
- Built reusable WCAG-compliant components and documentation systems to improve design-to-development consistency.
- Designed patient surveillance and AI-assisted transcription workflows using Figma, Claude, V0, Jira, and Miro.

Jul 2025 – Dec 2025
UX Designer, PNC Bank (Via Cognizant)
Irving, TX

- Designed workflow systems supporting more than 1,200 bankers, contributing to a 55% increase in submission volume.
- Reduced application completion time by 30%, saving approximately 8–12 minutes per application.
- Simplified complex multi-system workflows to reduce errors and manual rework.
- Established reusable patterns and system components to improve development efficiency and consistency.
- Improved accessibility and usability through heatmap analysis and WCAG-focused enhancements.
- Partnered with engineering and product teams using Figma, React, Angular, JavaScript, Jira, and Miro.

Jan 2024 – Oct 2024
UX Designer, FirstUnited Bank

- Led design of account opening and identity verification workflows
- Simplified multi-system user flows and improved completion rates
- Conducted user interviews across three target segments to identify pain points and prioritized feature backlog.
- Designed low-fidelity prototypes in Figma and tested flows to validate concept before engineering handoff.
- Used Figma, Jira, Miro, Microsoft Teams

Jun 2023 – Jan 2024
Freelance Visual Designer and Illustrator, Self-Employed

- Designed original illustrations, branding systems, album artwork, merchandise, and marketing assets for startups, musicians, cultural organizations, and independent clients.
- Developed visual identities and storytelling-driven creative campaigns across digital, print, social media, and event experiences.
- Collaborated directly with clients to translate abstract concepts into compelling visual narratives, managing projects from concept development through final delivery.
- Produced artwork, promotional materials, and branded content that strengthened audience engagement and brand recognition.

Aug 2022 – May 2023
UX Designer, CVS Health

- Designed enterprise healthcare data applications with a focus on usability and accessibility
- Maintained consistency across interfaces and systems
- Wrote a UX audit report with prioritized recommendations that product managers used for sprint planning.
- Used HTML, CSS, JavaScript, Figma, Google Cloud Platform, Azure

Education

Aug 2018 – May 2022
Bachelors in Communication Design with User Experience Concentration
University of North Texas