

# Sanjith B

## UX Designer

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### Work Experience

#### Freelance UX Designer

APRIL 2024 - PRESENT

#### PayPal UX Designer 3

OCT 2022 - APRIL 2024

- Spearheaded UAM portal redesign by reducing development time from 24 days to 3 Days to enhancing workflow efficiency.
- Improved data quality, addressing 148.8 million problematic email addresses, enhancing system accuracy and user satisfaction.
- Reduced user support queries by 45% by implementing address updates targeting AVS mismatch, enhancing overall user experience.
- Implemented holistic data quality strategies, optimizing communication channels and ensuring accurate user data.
- Designed seamless phone number update process, enriching user journey in profile management.
- Enhanced third-party permissions management and tackled sensitive information handling projects for overall platform enhancement.

#### Tekion Corp Sr. Product Designer

JUNE 2022 - OCT 2022

- Created an End-to-End Calendar application to manage sales and service appointments seamlessly. This involved designing intuitive user interfaces for scheduling, tracking appointments, and managing customers, leading to improved user experience and operational efficiency for internal staff and clients.
- Designed a dealership File Manager, providing a centralized platform for organizing, accessing, and sharing digital assets. This streamlined solution facilitated seamless collaboration and resource management across clients and dealerships.
- Developed and maintained the design system for the Tekion mobile app, ensuring consistency and efficiency in design across all features and functionalities.

#### Juniper Networks UX Designer 4

JAN 2022 - JUNE 2022

- Improved end-to-end user experience for security products tailored for Juniper devices, focusing on enhancing usability, efficiency, and overall satisfaction for users.
- Took the lead in developing a robust design system specifically tailored for security products in the Indian market, ensuring consistency, scalability, and efficiency in design across various product features and functionalities.
- Utilized iterative design processes, incorporating feedback from business stakeholders, market research, and user testing to refine and enhance product designs, ensuring alignment with business objectives and user needs.

#### Wekan Enterprise Solution Principal Designer

AUG 2018 - DEC 2021

- Spearheaded the creation of an End-to-End Product Experience for OBE Power, a B2B & B2C product, resulting in securing \$2.3M in Series A Funding.
- Contributed to MVP launches for diverse B2B & B2C startups like Viahero, Adwap, Dickinson, and Growth Portal, using comprehensive methodologies from user research to interactive prototypes.
- Played a pivotal role in hiring, mentoring designers, and effectively communicating technical strategies with cross-functional teams.

### Portfolio

[sanjith.design](https://sanjith.design)

### Skills

User Research.  
Wireframing.  
Prototyping.  
Usability Testing.  
Interaction Design.  
Information Architecture.  
Competitive analysis.  
Data Visualization.  
Accessibility Design.

### Tools

Figma, Webflow, Miro, Framer X, Spline, Notion

### Education

#### Indian Institute of technology, Bombay

Executive Program in design  
2021

#### Anna University

Bachelor of engineering- CSE  
2011 - 2015

### Achievement

Attained Paypal's Accessibility Level 1 certification, showcasing dedication to inclusive design principles.

Received Bravo badge from PM at PayPal for fostering collaboration and delivering high-quality results in projects such as UAM portal and SMT Tools.