



SUMMARY

Product Designer with 5+ years designing scalable SaaS, Fintech, and EdTech web/mobile applications. Led end-to-end redesign of a SaaS product platform, cutting task completion time by 30% and support tickets by 18% while simplifying core workflows from 8 steps to 4. Skilled in user research, information architecture, UI and high-fidelity prototyping, with a track record of turning usability data into measurable engagement and conversion gains. Worked with cross-functional Agile teams to ship developer-ready solutions.

CORE SKILLS

Product Strategy: Product Thinking • UX Strategy • Product Discovery • Problem Framing • Design Thinking • MVP Definition • Growth Design • Product Roadmapping

User Experience: User Research • Personas • User Journey Mapping • Information Architecture • User Flows • Wireframing • Interaction Design • Prototyping • Usability Testing • Accessibility (WCAG)

UI Design & Design Systems: Visual Design • UI Design • Design Systems • Component Libraries • Responsive Design • Mobile & Web Applications • SaaS Platforms • Design Tokens • Figma • Prototyping

Branding & Marketing Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects, Premiere Pro) • End-to-End Marketing Collateral • Brand Identity • Social Media Creatives • Landing Pages • Email Campaigns • Digital Ads • Brochures • Presentation Design • Print & Digital Assets • Motion Graphics • Creative Direction

Collaboration & Delivery: Agile/Scrum • Stakeholder Management • Developer Handoff • Design Reviews • Cross-functional Collaboration • Data-Driven Decision Making • Design QA • Workshop Facilitation

PROFESSIONAL EXPERIENCE

Senior UX UI Designer | Edusys Services Pvt. Ltd., Bhubaneswar | May 2022 — Present

- Led end-to-end product design for VABRO SaaS platform (web & mobile).
- Redesigned core workflows improving task efficiency and user satisfaction.
- Built and maintained a scalable design system ensuring consistency across releases.
- Conducted user interviews, usability testing, and iterative design improvements.
- Partnered with Product Managers and Engineers to align UX with business goals.
- Delivered developer-ready specifications reducing implementation gaps.

UX/UI Designer | Squibx Digital Pvt. Ltd., Bhubaneswar | Jun 2021 — Mar 2022

- Designed blockchain-based identity platform improving onboarding experience.
- Created user flows, wireframes, and prototypes validated through user testing.
- Developed visual branding and designed NFT Websites.

Official PROJECTS

VABRO — SaaS Product Management Platform ([Vabro.ai](#) | Available on Play Store/YouTube)

Problem Agile teams using the platform faced several challenges: • Complex task workflows and poor project visibility • Difficult sprint/backlog navigation and low feature discoverability • Strong competition from established Agile platforms, reducing engagement and efficiency These issues resulted in slow task completion and reduced user engagement.	Role: Senior UX/UI Designer Tools: Figma, Design System, Figjam Solution/Impact: • Reduced task completion time by 30% and support tickets by 18% • Simplified workflows from 8 steps to 4 • Redesigned dashboards to improve productivity and usability • Integrated Kanban, DevOps, OKRs, automation, and third-party integrations to streamline workflows and strengthen market competitiveness.
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[PMStudy.com](#) Webiste redesign as VMEdU Authorised Partner

- Conducted competitive analysis and redesigned the website by improving navigation, information architecture, and conversion-focused user flows, delivering a modern user experience that strengthened brand perception and marketing effectiveness.

[MetaMUI SSID](#) — Identity Verification App (Available on Play Store)

- Designed a secure onboarding and ID verification experience through user research, usability testing, and iterative UX improvements.

EDUCATION

B.Tech Degree
Centurion University, Bhubaneswar
2014 – 2018

CERTIFICATIONS

- [Complete UI UX Figma HTML5 CSS](#) Udemy Issued Jan 2024
- [Fundamentals of digital marketing](#) Google Issued Apr 2021
- [Scrum Fundamentals Certified \(SFC\)](#) VMEdU Issued may 2022
- [Product design by google](#) Udacity Issued Mar 2022

LANGUAGES

English • Hindi • Odia