BHAKTARAM SAHU

Senior Product Designer | UX/UI | SaaS & Mobile Applications

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SUMMARY

Senior Product Designer with 5+ years of experience designing scalable SaaS, fintech, and EdTech web and mobile products. Led the end-to-end redesign of the VABRO SaaS platform, cutting task completion time by 30% and support tickets by 18%, and simplifying core workflows from 8 steps to 4. Skilled in user research, information architecture, UI design, and high-fidelity prototyping. Turns usability findings into measurable engagement and conversion gains, and works with cross-functional Agile teams to deliver developer-ready solutions.

CORE SKILLS

Product Strategy: Product thinking, UX strategy, product discovery, problem framing, design thinking, MVP definition, growth design, product roadmapping

UX Research & Design: User research, personas, user journey mapping, information architecture, user flows, wireframing, interaction design, prototyping, usability testing, accessibility (WCAG), qualitative research

UI & Design Systems: Visual design, UI design, design systems, component libraries, design tokens, responsive design, iOS and Android app design, web and SaaS platforms

Design-to-Code & AI Workflows: Design-to-code handoff, Figma Dev Mode, AI-assisted prototyping and screen generation (Claude, ChatGPT, Antigravity), developer handoff specs

Branding & Marketing Design: Brand identity, logo design, landing pages, email campaigns, digital ads, presentation design, motion graphics, illustration, creative direction

Collaboration & Delivery: Agile/Scrum, stakeholder management, developer handoff, design reviews, design QA, data-driven decision making, workshop facilitation

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer | Edusys Services Pvt. Ltd., Bhubaneswar *May 2022 – Present*

- Led end-to-end product design for the VABRO SaaS project and scrum management platform across web and mobile.
- Redesigned core workflows, improving task efficiency and user satisfaction.
- Built and maintained a scalable design system with hi-fi mockups and reusable components, keeping releases consistent.
- Ran user personas, UX interviews, wireframing, and usability testing to drive iterative design improvements.
- Partnered with product managers and engineers in Agile sprints, providing developer guidance, handoff specs, and integration support.
- Produced pitch decks, marketing material, and UI components for the product.

UX/UI Designer | Squbix Digital Pvt. Ltd., Bhubaneswar *Jun 2021 – Mar 2022*

- Designed a blockchain-based identity platform, improving the onboarding experience.
- Designed the user interface for a meta wallet and crypto web pages, turning wireframes into prototypes validated through user testing.
- Led the UX strategy and redesign of the company website, from concept to live launch.
- Developed the corporate logo and visual branding; designed NFT websites.

Freelance Visual & UI Designer | Fiverr *2020 – 2021*

- Delivered UI, visual design, and brand identity for clients, including logos, logo animation, and motion ads.
- Designed social media creatives, flyers, posters, and HTML5 banners.

SELECTED PROJECTS

Client and Product Work

VABRO: SaaS Project & Scrum Management Platform *(Vabro.ai | Play Store, Figma file)*
Senior UX/UI Designer | Figma, FigJam, design system, LLM integration

- Problem: Agile teams faced complex task workflows, poor project visibility, and hard-to-find sprint and backlog features, which slowed task completion and reduced engagement.

- Impact: Cut task completion time by 30% and support tickets by 18%, and simplified workflows from 8 steps to 4.
- Redesigned dashboards and integrated Kanban, DevOps, OKRs, automation, and third-party tools, plus LLM services.
- Streamlined the design process in Figma, reducing design time by 20% and contributing to a 15% boost in user engagement.
- Turned Figma designs into working screens using AI-assisted design-to-code workflows (Claude, ChatGPT, Antigravity), shortening the path from design to developer build.

MetaMUI SSID: Identity Verification App *(Play Store)*

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

PMStudy.com: Website Redesign *(VMEdu Authorised Partner)*

- Ran competitive analysis and redesigned navigation, information architecture, and conversion-focused user flows to strengthen brand perception.

Case Studies: Concept Redesigns

NeuraDocAI: AI Writing Assistant for Product Teams *(B2B SaaS concept)*

- Designed a context-aware AI assistant embedded in product teams' document workflow, learning from past docs, design-system language, and product vocabulary.

PayEasy: Business Finance Platform *(Fintech concept)*

- Designed a finance website focused on streamlined payments, optimized cash flow, and business performance insights.

IRCTC Login & Homepage Redesign *(Mobile app concept)*

- Reduced sign-in friction by rethinking the sign-in-first flow and prioritizing journey-start actions over equal-weight service tiles.

EcoCycle: Smart Waste Management App *(Mobile app concept)*

- Redesigned a mobile app for household waste management with a user-centered flow.

TOOLS

Figma, Figma Dev Mode, FigJam, Adobe XD, Sketch, Framer, Webflow, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro), ProtoPie, Miro, Jira, Confluence, Notion, InVision, AI-assisted design-to-code (Claude, ChatGPT, Antigravity)

EDUCATION

B.Tech, Centurion University, Bhubaneswar | 2014 – 2018

CERTIFICATIONS

- Complete UI/UX Design with Figma, HTML5 & CSS: Udemy (Jan 2024)
- Product Design: Google, via Udacity (Mar 2022)
- Scrum Fundamentals Certified (SFC): VMEdu (May 2022)
- Fundamentals of Digital Marketing: Google (Apr 2021)

LANGUAGES

English, Hindi, Odia