

SUBHALAXMI SAHOO

PRODUCT DESIGNER
UI/UX DESIGNER


Profile Info


I am a dynamic UX Designer with 8+ years of experience in crafting user-centric interfaces for web and native platforms. Specializing in AI-enhanced experiences, generative design structure as well as a track record of building user-centric, accessible components and design systems. When it comes to solving complicated issues, I have a combination of management, front-end programming, and accessible design skills, as well as the ability to think critically and be creative.

Contact Info

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 **Websites**
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Skills & Expertise

Tools

- Figma 
- Adobe XD 
- Tableau 
- Power BI 
- Photoshop 
- Zeplin 
- Microsoft Suits 

Industry

- Aviation 
- Telecom 
- E-commerce 
- FinTech 
- Retail 
- Supply Chain 

Education History

Biju Patnaik University of Technology, India
Bachelors Of Technology 2012 - 16
Electronics and Tele-communication

Work Experience

Tata Consultancy Services Product Designer

March 2023 - Present

_Boeing: Lead Product Designer for Boeing Modification Business Automation Project.

- Revamped the Digital Cockpit platform with AI-driven insights, a scalable design system, and streamlined workflows using documentation research for the engineering marketplace.
- Streamlined CI/CD pipelines, integrated AI models, and enhanced collaboration with a unified design system and optimized workflows backed by documentation research.

_Citi Bank: Enhanced CRS Platform UX: Conducted usability testing and implemented user feedback to improve functionality.

- Responsive Design Coordination: Collaborated with developers to implement responsive auto-layout features, ensuring seamless adaptability for all components.
- Streamlined Design Consistency: Developed an auto-layout system to optimize the design process and ensure uniformity across the Citi Pay Services platform.

T-Mobile - Contract UX Designer

August 2022 - Feb 2023

- Led UI/UX and Engineering team using agile to develop operational Insights both in web and native, working with internal stakeholders and customers to incorporate feedback into the application.
- Launched UX front-line team development experience in Figma while defining product strategy, and customer acquisition strategy.

UX front-line care

- Facilitate the UX community sync to increase business efficiency.
- Led the front-line kiosk iPad intake process and provides solution as per users requests from different business.
- Evangelized product migration from UX pin to Figma while collaborating with SwiftUI developers.

Management

- Agile UX PR 
- User Testing 
- User Research 
- Prototyping 
- Wire-framing 
- Design Thinking 
- Interaction Flows 
- Iterations 
- Data visuals 
- Branding 
- Storytelling 
- Color Theory 
- Art Direction 
- Accessibility 
- Graphic Design 
- Analysis 

Language

- HTML 5/ CSS3
- React. JS
- Javascript
- Angular JS
- Swift UI

CERTIFICATION

- AI Developed Workflows
- Agile UX – Scrum team planning
- Interaction Design – Don Norman
- Accessibility Web design WACAG 2.1 & 2.2
- UX for AI: Design Practices
- HTML5 CSS3 Bootstrap
- Adobe Illustrator CC
- Section 508 Trusted tester Web (U.S. Department of Homeland Security)

Chase Bank – Contract UX Accessibility Designer

July 2021 – April 2022

- Developed and conduct user research and collaborate with cross-functional team on new interfaces.
- Took leadership on WCAG guidelines to improve the usability of designs and development processes for a wider audience.
- Created accessible UI components, templates, and other solutions that assist the design team in delivering large-scale projects.
- Evaluate implementation tactics with the support of the developers and marketing team.
- Accessibility design experts at the same time on WCAG guidelines
- Advocate for inclusive design through best practices, team training, and office hours.

Quadrant Resource LLC, Redmond, WA UX Designer

July 2020 – July 2021

- Design wireframe and prototype with tools such as Adobe XD, Figma
- Experienced with micro-interaction, web flows, and responsive designs
- Worked on POC projects from scratch and coordinated with the client for continuous feedback on designs and added features
- Work on both Android and iOS mobile application pages and mockups
- Coordinator of GAAD 2021 event and promotions and UI/UX events for the company

Microsoft Include 2021 – Blog

- Created accessibility designs following WCAG guidelines for Include 2021 blog.
- Created responsive designs for multiple platforms, such as mobile native, web, and desktop.

TTEC – eBay, Ahmedabad, Gujarat Product Designer / Analyst

Jan 2017 – Apr 2019

- Part of UX designing team where we suggest marketing improvements for B2B and B2C sales
- Designing templates, and banners for company advertisements
- Researched and Suggested huddles to add-on CSKB guides
- Ad-hoc projects/assignments related to social media marketing and creating a digital advertisement for the company.

Freelancer, Bhubaneswar, India UI / Graphic designer

Mar 2015–Dec 2016

- Collaborated with a freelance team, to develop creative programs and design concepts that meet the business objectives.
- Created strong visual designs by understanding the client's requirements.
- Worked on Illustration, digital paintings, and color theory and participated in many painting exhibitions.