

SUBHALAXMI SAHOO

PRODUCT DESIGNER
UI/UX DESIGNER

Profile Info

Versatile Product Designer with a strong foundation in user-centered design, accessible systems, front-end development, and AI-driven solutions. Proficient in tools and technologies like Figma, User Testing, HTML, CSS, and JavaScript, seamlessly integrating design and development to deliver compliant, innovative, and engaging user experiences. Recognized for fostering cross-functional collaboration and creating impactful designs that align with business objectives.

Contact Info



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Address

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Websites

www.subhasahoo.com

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:

- Led the **Boeing Modification Business Automation** Project, crafting user-centric designs to optimize modification workflows and drive operational efficiency.
- Enhanced the **Digital cockpit** by integrating multiple software and hardware applications into a unified customer engineer marketplace, providing a comprehensive one-stop solution.

_Citi Bank:

- Created design solutions for **PBWMT Citi Services**, delivering scalable, user-centered designs for the CRS platform, including the implementation of an auto layout system to ensure consistent and efficient design delivery for Citi Pay Services.
- Designed end-to-end compliant user experiences across white-level platforms, delta sellers and diverse content models, collaborating with regulatory teams to adhere to global privacy and compliance standards.


T-Mobile - Contract

UX Designer

August 2022 - Feb 2023

- **UX Frontline Care:** Streamlined UX community syncs to enhance collaboration, launching a Figma-based front-line team experience aligned with product and customer acquisition strategies.
- **Kiosk Intake Process:** Redesigned the iPad kiosk user flow using user-centered design principles to meet diverse business needs.
- **Figma Migration:** Led migration from UXPin to Figma, integrating design systems and collaborating with SwiftUI developers for seamless implementation.

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 Accessible Design Systems:** Designed WCAG-compliant UI components, templates, and scalable design solutions to enable efficient delivery of enterprise-level projects.
- **Data-Driven Personalization:** Leveraged AI-powered analytics and insights to inform design strategies, creating highly personalized, user-centric experiences optimized for performance.
- **Accessibility Expert:** Specialized in accessibility-focused design, ensuring compliance with WCAG standards, and fostering inclusivity across all digital platforms.

Quadrant Resource LLC, Redmond, WA UX Designer

July 2020 – July 2021

- **Wireframe and Prototype Design:** Created high-fidelity wireframes and interactive prototypes using Adobe XD and Figma, demonstrating expertise in micro-interactions, user flows, responsive design, and adaptive UI/UX solutions.
- **POC Development and Client Collaboration:** Led end-to-end design of Proof-of-Concept (POC) projects, integrating client feedback loops to refine features and ensure alignment with user requirements and business objectives.
- **Event Coordination:** Directed GAAD 2021 campaigns and organized UI/UX-focused events, enhancing organizational advocacy for accessibility and user experience excellence.

TTEC – eBay, Ahmedabad, Gujarat Product Designer / Analyst

Jan 2017 – Apr 2019

- **Marketing-Driven UX Design:** Collaborated on UX design initiatives to identify and implement marketing optimizations for B2B and B2C sales funnels, enhancing user engagement and conversion rates.
- **Creative Asset Design:** Designed high-impact templates, banners, and promotional materials for digital and print advertising, aligning with brand guidelines and marketing objectives.
- **User-Centered Research:** Conducted user research and recommended enhancements to CSKB guides, leveraging insights to improve content accessibility and user satisfaction.

Freelancer, Bhubaneswar, India Visual Designer

Mar 2015–Dec 2016

- **Collaborative Design Projects:** Partnered with a freelance team to develop innovative design concepts and creative programs aligned with business objectives, ensuring client satisfaction and goal alignment.
- **Digital Art and Illustrative Expertise:** Created digital illustrations and paintings, applying advanced knowledge of color theory and visual aesthetics, and showcased work in multiple exhibitions, reinforcing creative versatility