

SUBHALAXMI SAHOO


UI/UX DESIGNER
UX RESEARCHER
FRONT-END DEVELOPMENT


Profile Info


I am an inventive, driven, and creative individual with 7+ years of customer-centric user interface, user experience research, and development experience in the web and native UI, 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 
- Sketch 
- Illustrator 
- Photoshop 
- Zeplin 
- Microsoft Suits 

Industry

- Technology 
- Telecom 
- E-commerce 
- Gaming 
- FinTech 
- Accessibility 
- Power Apps 

Education History

College of Engineering Bhubaneswar, Odisha, India
Bachelor Of Engineering 2012 - 16

Electronics and Tele-communication

Work Experience

T-Mobile

UX Designer

August 2022 - Present

- 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 application.
- Launched UX front-line team development experience in Figma while defined product strategy, customer acquisition strategy.
- Prioritized roadmap with developers, aligning product vision with marketing needs.
- Researched on customized HIG components and defined customer segmentation and value proposition.

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 urgs.
- Evangelized product migration from UX pin to Figma while collaborating with SwiftUI developers.

Chase Bank - Contract

UX accessibility Researcher

July 2021 - August 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.
- Consulted with the developers and marketing team on implementation plans. I'm part of a user research team that collaborates on a variety of UX approaches.
- 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.

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

- UI/UX and Responsive Designing
- Figma Design thinking
- Agile UX – Scrum team planning
- Interaction Design – Don Norman
- Accessibility Web design
- Procreate- Digital Illustrations
- HTML5 CSS3 Bootstrap
- Adobe Illustrator CC
- Section 508 Trusted tester Web
(U.S. Department of Homeland Security)

- I do design reviews to ensure that the requirements for accessibility are followed.
- SME in the field of accessible user experience design.
- 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

July 2020–July 2021

UX Designer

- 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
- Designed dashboard in Power Platform to showcase Live data service on the company website.
- 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.
- Made visual graphic images with photoshop and procreate.

TTEC – eBay, Ahmedabad, Gujarat

Jan 2017–Dec 2019

Product Designer / Analyst

- Part of UI/UX designing team where we handle prototypes for different projects
- Designing templates, banners for company advertisements
- Researched and Suggested huddles to add-on CSKB guides
- Eradicated financial manipulation, pirated copyrighted goods cryptocurrency, and other illegal software based on e-commerce
- Ad-hoc projects/assignments related to social media marketing and creating a digital advertisement for the company.

Freelancer, Bhubaneswar, India

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.
- Developed designs for brochures, web pages, social media, email, and package design.
- Worked on Illustration, digital paintings, and color theory and participated in many painting exhibitions.