



# RAMESH KUMAR SAO

Senior Product Designer

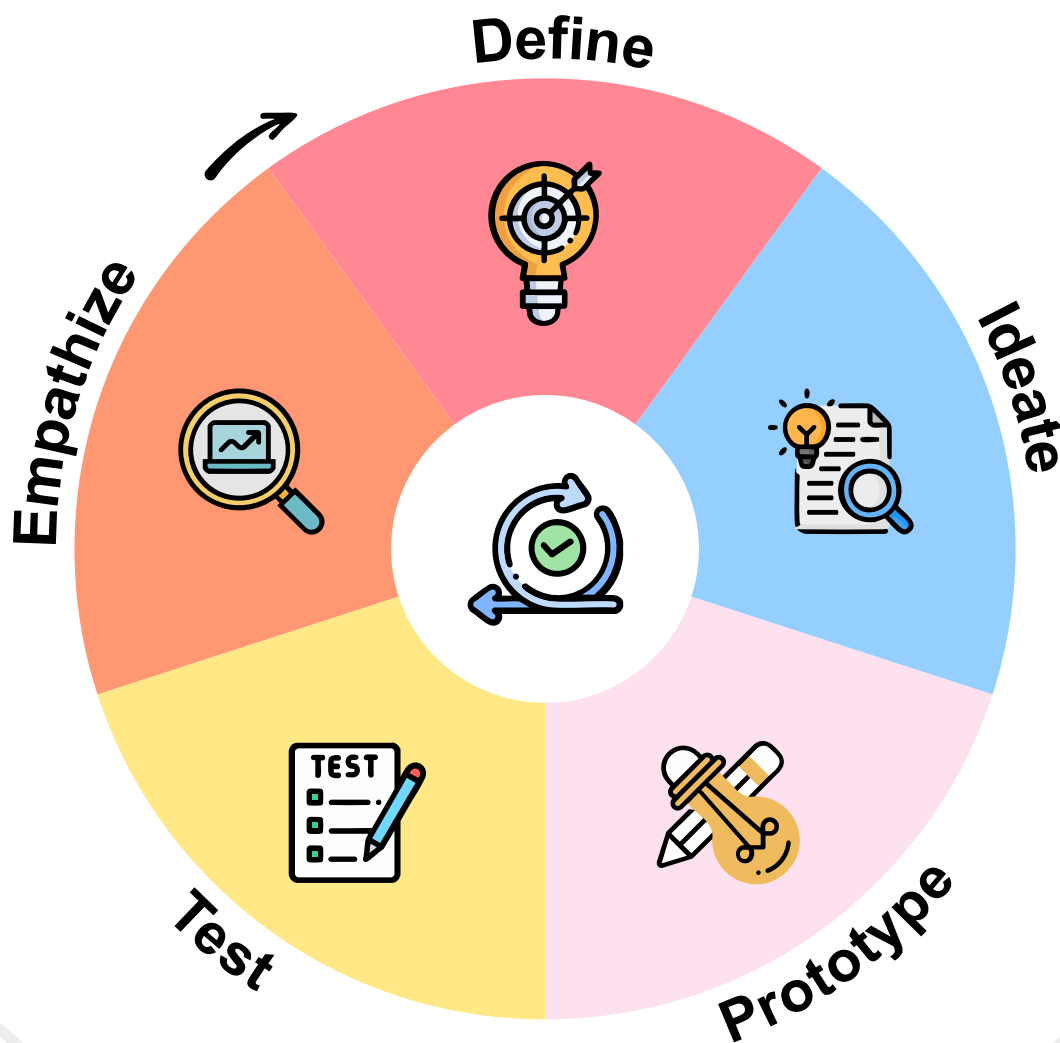
“In my world, users come first,,

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## ✂ Design Process



## 💡 Professional Summary

With a decade of experience in user experience, product design, and user interface design, I have honed my skills across a diverse range of platforms and industries.

My expertise lies in deeply understanding and aligning with the vision of both users and clients. I am adept at applying advanced techniques in research, information architecture, persona development, user stories, user flows, wireframing, interactive prototyping, and adhering to WCAG standards.

## Work Experience



### **ApplyBoard** ◊ Gurugram

**Senior Product Designer** From April 2022 - September 2024 · 2 yrs 6 mos

As a Senior Product Designer at ApplyBoard, I lead the design process to create accessible, user-centric solutions for students, educators, and partners worldwide. Using research and data-driven insights, I develop seamless, impactful experiences across platforms to enhance the educational journey.

#### **Key Achievements with ApplyBoard App (Mobile & Web)**

- **UI Revamp:** Led an audit to finalize reusable components, ensuring UI consistency, reducing workload, and improving load times. Reduced conversion time from 30 to 22 minutes.
- **User Retention:** Achieved 90% retention in Month 1 and 87% in Month 6, increasing unique partner conversions to 1,240.
- **Financial Management:** Capped annual burn at ₹2 Crores, automated processes, and implemented OCR & third-party integrations, doubling conversion rates.
- **Gross Margin:** Increased gross margin by 12% after optimizing costs and improving infrastructure, development, and design.



### **Presidea Tech** ◊ Gurugram

**Senior UX Designer - Lead** From February 2021 - March 2022 · 1 year 2 month

I led this project from inception, beginning with developing a clear understanding of the stakeholder's vision. I provided comprehensive guidance and solutions throughout the ideation phase, ensuring that the project stayed aligned with the original goals. My role extended through to delivery, where I oversaw the implementation process, including managing third-party contributors to ensure seamless integration and execution of the project.



### **EM3 Agri Services** ◊ Noida

**Senior UX Designer - Lead** From October 2019 to January 2021 · 1 year 4 month

As the sole designer, I was responsible for revamping the legacy pages of the Samadhan App, which caters to Farmers, Operators, Center Managers, and Admins. I focused on making these pages more user-friendly, reusable, and easier to develop and manage for future updates. The Samadhan App is available on Android and Web platforms.



### **Magic Software & Magic Edtech** ◊ Noida

**User Experience Designer** From November 2016 to October 2019 · 3 year 0 month

In the Product Team, I independently managed the UI/UX design for two products simultaneously: MagicBox and AskKea (Leap).

- MagicBox is a leading e-learning solution from Magic Software, renowned globally by publishers. It is available across multiple platforms, including Android, iOS, Windows, macOS, Chromebook, and as a web app.
- Leap, a new venture by Magic Software, focuses on corporate learning and incorporates AI and ML technologies. It is available on Android, iOS, and as a web app.



### **BlackLight Studio Works** ◊ Noida

**Graphic - UI/UX Designer** From November 2014 to October 2016 · 2 year 0 month

I have independently developed 5 to 6 mobile games, which collectively have garnered between 500,000 and 1,000,000 downloads. These apps consistently maintain an average rating of 4.5 or higher across various app stores & have been featured multiple times.

#### **A/B Testing Results for Solitaire Logo :**

- **Test Conducted:** Comparison between modern and old-fashioned logo designs.
- **Initial Outcome:** Achieved a 54% increase in downloads with the old-fashioned logo.
- **Total Downloads Post-Adaption:** Increased to 90% downloads.



### **Qubix Solution** ◊ Ghaziabad

**Graphic Designer** From November 2013 to October 2014 · 1 year 0 month

I primarily focused on print media assignments, designing a wide range of materials including event hoardings, panels, banners, pamphlets, and logos. My work included creating visual assets for notable clients such as BMW, Make My Trip, Aviva, and Cargill.



### **Zee Media** ◊ Noida

**Intern** From August 2013 to October 2013 · 0 year 3 month

In this role in the Advertising Department, I directed and delivered multiple advertisements for Dabur, as well as daily promotional illustrations. Additionally, at Zee News, I was also member of the production team for the "Bharat Bhagya Vidhata" program.

## Design Skills

Heuristic Analysis · Accessibility Design · WCAG Guidelines · Design Systems · Design Thinking · Usability Testing · Web Design · Mobile Design · Responsive Design · Wire-framing · Prototyping · Testing · Visual Design · Interaction Design · Information Architecture · Brand Identity · Branding · Market Analysis · Market Research · User Research · Competitive Analysis · Persona · Typography · Visual Communication · Creative Design · Graphic Design · Typography · Design Principles · User Experience (UX) · User Interface (UI)

## Management Skills

Team Leadership · Project Management · Stakeholder Engagement · Mentorship · Design Documentation · Agile methodologies · Cross-Functional Collaboration · Creative Direction · Time Management · Change Management · Design Strategy · Collaboration Tool · KPI Development · Performance Metrics · Conflict Resolution · Data-Driven Design · Sustainability in Design · Conceptual Design · A/B Testing · Ethical Design · Cultural Sensitivity · Negotiation Skills · Problem Solving · Inclusivity · Feedback Loops · Scrum Master

## Software Skills - Tools

Adobe XD, Figma, Sketch - Prototype · Lucidchart, Draw.io - User Journey, Product Journey · Zira, Miro, Microsoft Office - Project Management · Adobe Suit : Photoshop - Raster Graphic · Illustrator - Vector Graphic · After Effect - Motion Graphic · Premier Pro - Video Editing · Audition - Audio Editing

## Education



**Mahatma Gandhi University**  
Multimedia & Animation 62%  
Jan 2010 to Dec 2013



**Mahatma Gandhi University**  
12th HSSCE 52%  
Jan 2007 to Mar 2008



**Chhattisgarh Board**  
10th HSCE 56%  
Jan 2005 to Aug 2006

## Certificates - [Click to View](#)



**Google**  
UX Design Specialization  
Mar 2021 to Aug 2021



**IxDF**  
UX Management  
Aug 2021 to Oct 2021



**Linkedin**  
Information Architecture  
Jun 2022 to Jul 2022



**Microsoft**  
Accessability Fundamentals  
Sep 2021 to Sep 2021



**Adobe**  
UX Design Foundation  
Sep 2021 to Sep 2021



**IBM**  
Enterprise Design Thinking  
Aug 2021 to Sep 2021

## Award and Recognition

Ace Performer - ApplyBoard

Agiler - Magic Edtech

Bug Hunter - BlackLight Studio Works

Best Intern - Zee Media

## Language

Native - Hindi

English

## Interest

Badminton

Painting

Tech Enthusiast

Gaming

Cooking

Swimming

## Work and Portfolio - [Click to View](#)



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