

# RAMESH KUMAR SAO

Senior Product Designer

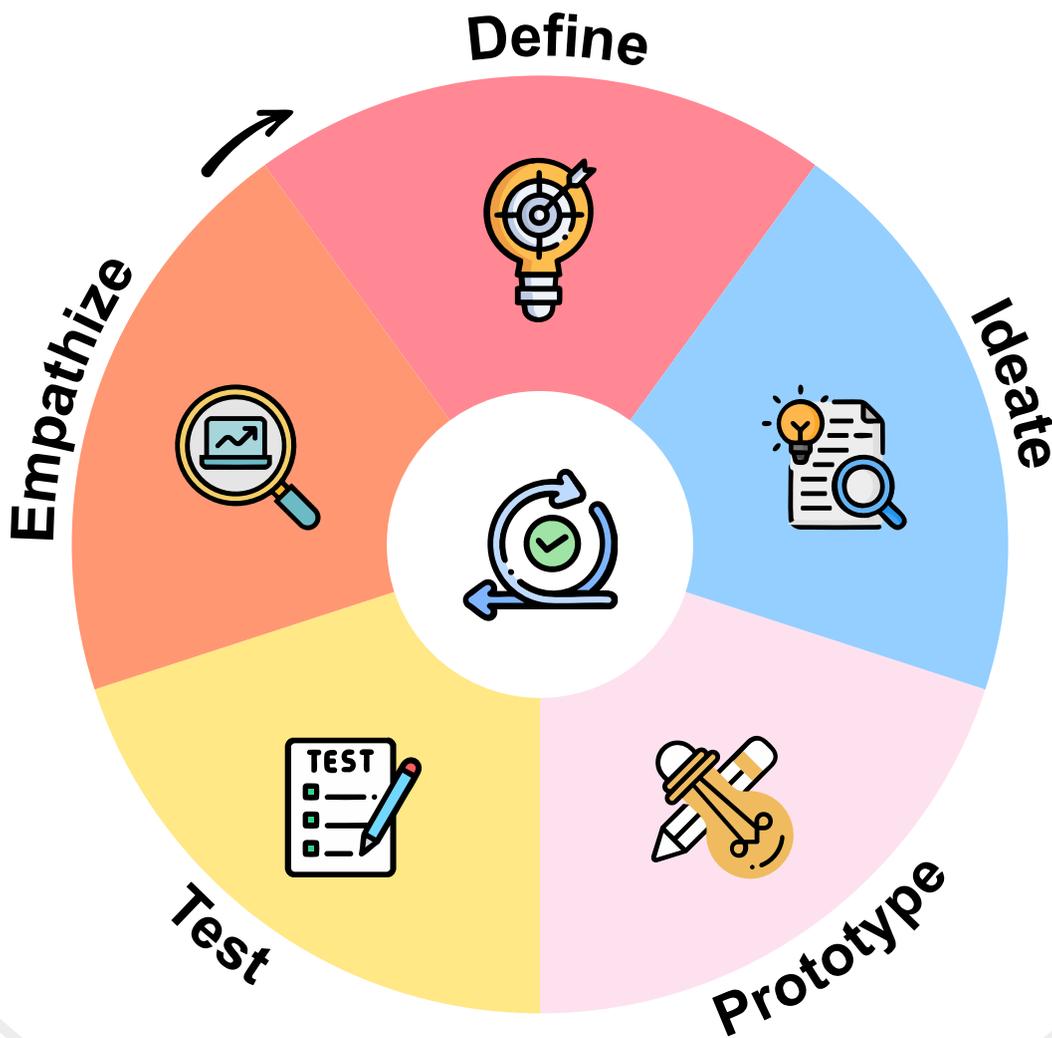
“In my world, users come first,,”

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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

 <b>Mahatma Gandhi University</b> Multimedia & Animation 62% Jan 2010 to Dec 2013	 <b>Mahatma Gandhi University</b> 12th HSSCE 52% Jan 2007 to Mar 2008	 <b>Chhattisgarh Board</b> 10th HSCE 56% Jan 2005 to Aug 2006
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## Certificates - [Click to View](#)

 <b>Google</b> UX Design Specialization Mar 2021 to Aug 2021	 <b>IxDF</b> UX Management Aug 2021 to Oct 2021	 <b>LinkedIn</b> Information Architecture Jun 2022 to Jul 2022
 <b>Microsoft</b> Accesibility Fundamentals Sep 2021 to Sep 2021	 <b>Adobe</b> UX Design Foundation Sep 2021 to Sep 2021	 <b>IBM</b> 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
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## Language

Native - Hindi	English
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## Interest

Badminton	Painting	Tech Enthusiast	Gaming	Cooking	Swimming
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## Work and Portfolio - [Click to View](#)

 <a href="http://www.uxdraw.com">www.uxdraw.com</a>	 <a href="http://www.behance.net/RameshSao">www.behance.net/RameshSao</a>	 <a href="http://www.dribbble.com/RameshSao">www.dribbble.com/RameshSao</a>
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