

Satiswar Dash

Sr. UX Designer

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Bangalore, India

Work Experience

McAfee Corp. / Sr. UX Designer

NOV 2019 - PRESENT, BANGALORE

Currently, I'm driving design research to advance the IX and CX of the technical content distribution channels for our device-to-cloud cybersecurity products. My contributions increased our customer accomplishment score by +10% (docs.McAfee.com).

I closely collaborate with PMs, designers, content strategist, IA, information developers, taxonomists, engineering, data analysts, SMEs, and marketing.

I constantly discover diverse ideas for intelligent content delivery and mostly work on validating persona hypothesis with measurable KPIs. I define and scope the user problems through interviews, concept testing, usability testing, intent analysis, customer feedback analysis and competitive study.

I contribute for creating design roadmaps, managing backlogs, doing prioritizations, and producing detailed design requirements.

Incture / UX Designer

AUG 2017 - OCT 2019, BANGALORE

I helped SAP customers solving their complex enterprise problems.

I collaborated with users, researchers, PMs, and engineering to design a whole new SAP HCM experience for Ministry of Labour & Social Affairs, Qatar with improved user satisfaction by +50%.

Infosys Ltd. / Sr. Software Developer

MAY 2015 - JUL 2017, BANGALORE

I worked for India's one of the biggest e-commerce disrupter AJIO.com on multiple agile development projects utilizing SAP Hybris, IBM Sterling OMS, and TIBCO platform.

Skills

- Design:** Strategy & vision presentation • Wireframes & mockups using sketch • Motion design using Principle • User flows • Design systems & style guides • Rapid prototyping using InVision • Sketching
- Research:** Persona & eco-system map hypothesis • Lab usability testing • Intent analysis for SEO • Competitive analysis • Feedback survey analysis • User recruitment & interviews • A/B testing & experimentations • Card sorting
- Collaboration:** Expressive • Storyteller • Communicative • Self starter • Mentoring • Articulative • Facilitating design reviews
- Others:** Leadership • Prioratization • Defining & presenting product design roadmaps • Design documentation • Agile focused
- Tools & Applications:** Sketch • Balsamiq • Principle for Mac • InVision • Miro • Hotjar • Google Analytics • MoZ • Qualtrics • Survey Monkey • Power BI

Education

B.Tech / Computer Science & Engineering (2011 - 2015)

SILICON INSTITUTE OF TECHNOLOGY, ODISHA

When Not Designing

I am either reading a book or experimenting with new cuisines, or capturing a vivid moment at some random street.