

# SANJU A

PRODUCT DESIGNER • IOT & AI • DATA-DRIVEN UX • INTERACTION DESIGN • DESIGN SYSTEMS

## WORK EXPERIENCE

### Senior Visual Designer

Atsuya Technologies Pvt Ltd.- SEP 2021 to PRESENT

- Drove a user-centric design approach, utilising research, interviews, and A/B testing to optimize UX. This resulted in a 30% increase in customer retention and a 25% boost in user satisfaction for various products.
- Managed the entire design process, from gathering stakeholder requirements to crafting user-centric interfaces and visuals including social media and advertising elements, reducing churn by 15%.
- Established a streamlined design handoff process, reducing development time by 40% while improving design-to-development translation by 30%.
- Fostered collaboration across cross-functional teams to devise UX methods, leading to a 40% improvement in user engagement and a 10% increase in revenue.
- Championed design process and introduced design system, boosting designer productivity by 30% and ensuring consistent UI pattern across projects.
- Leveraged data-driven insights and user testing feedback to optimise user experience, resulting in a 25% increase in user engagement for Atsuya AOne and other pilot products.
- Led numerous projects to successful completion, driving significant sales growth and substantial user acquisition for clients across meat retail, HoReCa, manufacturing, real estate and Fortune 500 sectors.
- Introduced advanced prototyping methods, like real clickable dashboards, driving a 15% boost in sales, while improving development efficiency by 40% and user satisfaction by 15%.

### Co-Founder, Lead Designer

One Media InfoCreation Pvt Ltd.- SEP 2016 to AUG 2021

- Conducted in-depth UX research and analysis, utilizing tools such as Hotjar and Google Analytics, to guide a redesign process for various online education apps. This led to a significant decrease in bounce rates by 15% and cart abandonment rates by 21%.
- Designed and developed web and mobile applications for Android and iOS for education sector, facilitating customer requirements gathering, application implementation, and marketing planning.
- Led the end-to-end design process of various online education apps and web experiences, collaborating with the engineering and quality team.
- Managed a team of 4 interaction designers, providing creative direction, leadership, and mentorship. This fostered a culture of autonomy, mastery, and purpose among the team members.
- Spearheaded global projects that significantly contributed to a notable 15% year-over-year revenue growth.

### Intern, Developer

UST Global - JAN 2018

- Developed proof-of-concept blockchain projects, resulting in the successful generation of 87 customized smart contracts.
- Analyzed various distributed ledger technology platforms to compare benefits & features, facilitated an audience of 300+ with an educational presentation on Hashgraph & IOTA.
- Researched & wrote a whitepaper on 'Blockchain in Logistics'.

## EDUCATION

### Bachelor of Computer Science & Technology

Government Engineering College, Idukki - 2014 to 2018

## CERTIFICATIONS

Designing Accessible Components In Figma by LinkedIn  
UX Design by Pro5.ai

## SKILLS

User Experience	UX Research	Interaction Design	Rapid Prototyping
Design Systems	Design Thinking	Visual Design	Branding
Leadership	Business Accumen		

## ABOUT ME

Enthusiastic about the intersection of technology and design, I'm a growth hacker on a mission to help businesses take flight. 4+ years crafting products for startups.

I can code, design, write, and do a little bit of everything else in between. My focus is on crafting unique and innovative solutions that drive real results.

## CONTACT ME

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https://sanju.work/

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## LANGUAGES

- English  
Native or bilingual proficiency
- Malayalam  
Native or bilingual proficiency
- Tamil  
Native or bilingual proficiency
- Hindi  
Professional working proficiency

## ON THE WEB

https://linkedin.com/in/sanjuwdr

https://behance.net/sanjuwdr

https://github.com/sanjuwdr

https://figma.com/@sanjuwdr

## TOOL STACK

Figma  
Framer  
Protopie  
Adobe XD  
Adobe Creative Suite  
Notion  
Maze  
Asana  
Trello  
Mailchimp