Sathya Shankara P.K

Sr. UX Designer | HCI for AI | HFI CUA | PIM | IDF Certified | 12 Years Expertise.

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PROFILE

An accomplished **Senior UX Designer** with a proven track record of driving innovation and crafting intuitive, user-centered designs that empower businesses and elevate customer satisfaction. With over 17 years of experience in the IT industry, including **12 years** specializing in **User-Centered Design (UCD)**, accessibility, and interaction design, I have recently expanded my expertise to include **Artificial Intelligence (AI)**. I have delivered transformative solutions across web, mobile, and desktop platforms. Skilled in leading cross-functional teams, applying design thinking methodologies, and leveraging advanced tools to create scalable and impactful digital experiences.

CORE COMPETENCIES

- **UX Expertise:** UCD, interaction design, design systems, usability and Accessibility
- **Proficient Tools:** Figma, Adobe Creative suite and Prototyping tools
- **Leadership:** UX team management, product development, effort estimation, project planning, and delivery

INDUSTRY EXPERIENCE:

- **Domains:** Healthcare, Life Sciences, Telecom, E-Commerce, Financial Services, and GRC
- **Platforms:** Mobile (native & hybrid apps), web, desktop apps, kiosks, and iPad solutions
- **Methodologies:** Agile and Waterfall

UX/UI SPECIALIZATIONS

- Strategic Visionary: Proven ability to influence product strategy, modernize portals with the latest UX technologies, and simplify complex interactions to enhance efficiency and revenue generation.
- UCD Expertise: Comprehensive hands-on experience in implementing end-to-end UCD processes to develop impactful UX designs, driving measurable business outcomes.
- Cross-Functional Collaboration: Skilled at forging robust relationships with engineering, product, and business teams to define priorities and achieve shared goals.

KEY STRENGTHS

- Expertise in solving complex UX challenges through strategic problem-solving and decision-making.
- Strong advocacy for design consistency, cross-browser compatibility, and scalability.
- Comprehensive experience in managing UX teams across the project lifecycle, from ideation to delivery.

EDUCATION & CERTIFICATIONS

- **Human-Computer Interaction for AI system Design (HCI)** - 2024
- **Certified Usability Analyst** (**CUA)** - Human Factors International - 2014
- **Interaction Design Foundation (IDF)** – Multiple certifications - 2020
- Accessibility, Design Thinking, User Research, Usability Best Practices, UX Management
- **PIM (Professional In Multimedia)** From Aptech University – 2003-06
- **Bachelor of Commerce (B.Com)** - Vivekanada College Puttur, Mangalore University, Karnataka - 2003

UX EXPERIENCE EMPLOYMENT DETAILS

Company	Duration	Designation
Oracle	Aug 2020 to till date	Sr. UX Designer
Marlabs	Sept 2018 to Aug 2020	Sr. Tech Lead UX
Metric Stream	Sept 2015 to July 2018	Lead Interaction Designer (Technical Lead)
IGATE Global Solution	Aug 2012 to Aug 2015	Usability Analyst (Technical Lead)
TeleDNA Communications	March 2007 to Aug 2012	Creative Designer

PROFESSIONAL EXPERIENCE

Oracle | Sr. UX Designer | Aug 2020 – Present

- Spearheaded design alignment with the Redwood Design System, delivering cohesive and user-centric solutions across applications.
- Defined user experience goals, wireframes, and prototypes, translating complex requirements into intuitive designs.

- Led collaboration with product managers, engineers, and stakeholders to drive the Redwood Design Process across multiple projects.
- Presented end-to-end user experiences through high-fidelity mockups, storyboards, and interactive prototypes, ensuring clarity and impact.

Marlabs (Merck) | Sr. Technical Lead – UX | Sep 2018 – Aug 2020

- Designed user-centric interfaces for internal tools, ensuring functionality and accessibility in collaboration with multidisciplinary teams.
- Directed the UX lifecycle, from user interviews to case studies, while mentoring a high-performing UX team.
- Partnered with developers proficient in **React JS, Angular JS,** and **SAP UI5** to seamlessly implement designs.

MetricStream | Lead Interaction Designer – UX Designer | Sep 2015 – Jul 2018

- Championed the "**One Platform, One UX**" strategy, enhancing brand consistency and product adoption.
- Standardized UX principles across products, driving alignment between B2B, B2C, and e-commerce platforms.
- Delivered impactful UX solutions, directly influencing RFP success rates and client satisfaction.

IGATE Global Solution | Technical Lead – UX | Aug 2012 – Aug 2015

- Presented UX solutions to stakeholders, ensuring seamless integration into banking, healthcare, and enterprise products.
- Designed innovative interfaces, including a touch panel for a Toshiba CT scanner and a mobile application for Mosic.

TeleDNA Communications | Creative Designer – UX | March 2007 – Aug 2012

- Comprehensive Design Expertise: Created corporate presentations, brochures, posters, and event branding materials to enhance corporate identity. Delivered creative assets for digital and print, including visiting cards, flyers, and CD designs.
- Versatile UI and Application Design: Designed GUIs for web applications like SMSC, CBC, and WAPGW, and mobile UIs for platforms like Android and iPhone. Developed intuitive interfaces for products such as mZone, SNG, and Salesforce Automation.

ACHIEVEMENTS

- **Innovator:** Consistently drives impactful solutions by leveraging creativity and strategic thinking to enhance user experiences, improve performance metrics, and deliver measurable business value.
- **Leader:** Effectively led and mentored UX teams, cultivating a collaborative and creative work environment.
- **Strategist:** Achieved enterprise-wide design consistency by implementing robust design systems and standardized processes.

Place: Bengaluru

Date: 10/12/2024.   SATHYA SHANKARA P.K