**SANJAY DASARI**

Lead Engineer UX | Product Designer

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| **Phone** | **Email** | **Website** | **Social** |
| **+919030066696** | dsanjaybabu@gmail.com | [www.sanjaydasari.com](http://www.sanjaydasari.com) | <https://www.behance.net/sanjaydasari/> |
|  |  |  | <https://www.linkedin.com/in/sanjay-dasari/> |

* **A UI/UX Designer with over 15+ years of experience** in UCD Process, Designing software products & systems, Project Management, Product Development, Graphic Designing and Team Management.
* **Expertise in Identifying & Articulating user needs,** building prototypes to test internally and through user research, and refining solutions in the face of data and other findings.
* Comprehensive knowledge of various tools / software like Figma, Adobe Photoshop, Illustrator, InDesign, Adobe XD, Sketch, Flash and around 10+ Multimedia tools.

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| Picture 1 | Picture 3 | Picture 2 | Picture 5 | Picture 4 |

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| * CUA From HFI ( **Human Factor International** ) * HCI from IDF (**Interaction Design Foundation**) * Design Thinking From (**Udemy**) * Diploma in Multimedia (**ARENA**) |

**Certifications**

**Experience**

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| **Wavelabs Technologies** | *Hyderabad // Lead Engineer UX* | **10/2022 - Present** |
|  | We are a team of domain specialists, design practitioners, tech nerds, product/platform developers, data scientists, and product strategists building cutting-edge products, platforms, and solutions in an agile and iterative development model.  We specialize in bringing new offerings to the market, improving the quality of your products, sustaining current generation/legacy products, supporting global deployment, and bringing Innovation led IT modernization with a strong emphasis on optimizing R&D, CAPEX & OPEX spending. | |

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| **W3Global India Private Limited** | *Hyderabad // Sr. UX/UI Engineer* | **07/2019 - 10/2022** |
|  | W3Global is top priority is exceeding the expectations of our clients and candidates. W3Global integrates cutting-edge technology into our proprietary Applicant Tracking System, enabling us to leverage better processes in all stages of the hiring cycle. | |

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| **Rehlat Online Services** | Hyderabad // Head UI/UX Designs | **07/2015 - 06/2019** |
|  | Rehlat is a Online Travel Agency and passionate travellers at Rehlat. Starting by creating the simplest, most seamless travel planning and management experience in the Middle East, we are on a quest to continue removing barriers to travel, here at home and abroad. | |

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| **SPSoftware Pvt, Ltd.** | Hyderabad // Lead Designer | **01/2007 - 06/2015** |
|  | SP Software (P) Limited, a flagship of SP Group, is a leading enterprise business Software and Information Technology (IT) Services company, providing IT Consulting, Technology and Outsourcing Services. Established in 1995, SPSoft is one of the fastest growing IT companies in India having a strong strategic alliance with leading global companies and has the capability to handle orders of any size. | |

**Skills**

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|  | - UX Research  - User Centered Analysis  - UI/UX Designing - Product / Project Management - Client/ Stakeholder Management - Requirement Gathering & Analysis - Product/ Project Launch - Project Roadmap & Marketing - Corporate Identity & Presentation - Animations/Audio & Visual Effect - Graphic Designing/ Product Ownership - Quality Mgmt./ Cost Optimization  - Digital Art |

**Professional Experience**

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| **Wavelabs as Lead Engineer UX** | * Playing a key role in initial design thinking process, conducting User Research, designing and delivering an intuitive user experience to the product * Communicating & collaborating with CEO, COO, CTO, Product Managers, Developers, Content and Marketing Team to develop UI/UX designs with prototypes * Developing and conceptualizing a comprehensive UI/UX design strategy for the brand * Producing high-quality UX design solutions through wireframes, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes * Collaborating with the marketing team, and internal and external designers to ensure the creation and delivery of tailored experiences for the digital user * Providing advice and guidance on the implementation of UX research methodologies * testing activities in order to analyze and predict user behavior * Conceptualizing graphic user interfaces for enhancing the user satisfaction and user efficiencies; regularly updating the client about the project progress & incorporating changes required by the client * Tracking the web/ graphic design process at various stages to ensure all quality standards are being met and rectify technical/usability related errors if any, in the product |

**Annexure**

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| **Hitachi Energy - Chatbot** | **Description:** Based on client requirement created UCD Process like UX design using as per their style guide.  User interface (UI / UX) prototyping is an iterative development technique in which users are actively involved in the mocking-up of the UI for a system. UI prototypes have several purposes: A basis from which to explore the usability of the system.  **UX on Website Designing:**  [Figma Prototype Link](https://www.figma.com/proto/aJw7peieCKvTQWnPKR3CdU/Hitachi-Energy?page-id=0:1&type=design&node-id=856-7802&viewport=197,235,0.05&scaling=scale-down-width&starting-point-node-id=856:7802&show-proto-sidebar=1&mode=design)  **Mobile Responsive:**  [Figma Prototype Link](https://www.figma.com/proto/aJw7peieCKvTQWnPKR3CdU/Hitachi-Energy?page-id=148:1208&type=design&node-id=148-1209&viewport=137,305,0.08&scaling=scale-down&starting-point-node-id=148:1209&mode=design) |
| **Wavelabs - Intranet** | **Description:** We have followed the UCD Process, Interviewed stakeholders and collected the information requirement and convert into wireframes, Prototypes and Hi Fedility Mocks  **UX on Website Designing:**  [Figma Prototype Link](https://www.figma.com/proto/pgDiy1vyFbBfYm1MZkguwe/Intranet?type=design&node-id=1074-5560&viewport=-57,339,0.04&scaling=min-zoom&starting-point-node-id=1074:5560&show-proto-sidebar=1) |
| **Wavelabs - Insight** | **Description:** SAAS product using **Artificial Intelligence** in it to detect or identifies the results based on x-ray image which user will upload. This is completely AI generated tool. Understands the requirement crated multiple user flows based on tasks.  **UX on Website Designing:**  [Figma Prototype Link](https://www.figma.com/proto/j4TNg9973GM97UufCzCw20/Insight---Wavelabs?page-id=854%253A18441&type=design&node-id=921-19629&viewport=336%252C244%252C0.02&scaling=scale-down&starting-point-node-id=1694%253A19958&mode=design) |

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| **W3Global** | URL: <https://www.w3global.com/> | Status: Online | Duration: Nov’19-May’20 | Environment: Figma, Photoshop, Illustrator. Flash  **Description:** Website UX Design and Logo Changed On May 18th 2020 w3global have been launched new revised look and feel of the website and logo of the company. Which has been done by me.  **UX on Website Designing** [Figma Prototype Link](https://www.figma.com/proto/XMOR9AH8izX7HmroSb32BT/w3Global?page-id=1283:0&node-id=1898:21852&viewport=557,344,0.02&scaling=min-zoom&starting-point-node-id=1898:21852&hide-ui=1) **UX on Logo designing**  [Figma Prototype Link](https://www.figma.com/proto/KWyFIqzrNBLTZXfn0pweIB/Logo-Presentation?node-id=1:2&scaling=contain%2520%2520https://www.figma.com/proto/6jxn3n0t8qEEX4LhT8YNgn/w3global---Logo-Variations?node-id=418:9&viewport=220,350,0.09460750967264175&scaling=contain) **Role:** User Centred Design, Branding, Wireframes, Prototypes. |

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| **Protouch Staffing** | URL: h[ttps://www.protouchstaffing.com](http://ttps//www.protouchstaffing.com)/ | Status: Online | Duration: Nov’19-May’20 | Environment: Figma, Photoshop, Illustrator  **Description:** Website and Logo Changed On July 20th 2020 w3global have been launched new revised look and feel of the website and logo of the company. Which has been done by me.   **UX on Website Designing**  [Figma Prototype Link](https://www.figma.com/proto/dTRhmcrTqbZi4jl1Cd8tPV/Protouch-Staffing?page-id=430:2&node-id=430:580&viewport=503,206,0.024549508467316628&scaling=min-zoom&starting-point-node-id=430:580)  **UX on Logo designing**  [Figma Prototype Link](https://www.figma.com/proto/dTRhmcrTqbZi4jl1Cd8tPV/Protouch-Staffing?page-id=295:0&node-id=295:28&viewport=177,127,0.14081047475337982&scaling=contain&starting-point-node-id=295:28) |

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| **Talent Pathway** | URL: <https://www.talentpathway.com/> | Status: Online/ Offline | Duration: product based from Jun’19 till now | Environment: Figma, Adobe XD, Photoshop, Illustrator   **Description:**  It’s SASS prouduct Creating user flows for Health care and IT staffing.  **UX prototyping** User interface (UI / UX) prototyping is an iterative development technique in which users are actively involved in the mocking-up of the UI for a system. UI prototypes have several purposes: A basis from which to explore the usability of your system. A vehicle for you to communicate the possible UI design(s) of your system.   * [UX Flow – Credentialing](https://www.figma.com/proto/XT3JqS2APxIiaIiwHMCFS3/9660?page-id=0:1&node-id=2:1732&starting-point-node-id=2:1732&show-proto-sidebar=1&scaling=scale-down-width) * [Application Process - Candidate view](https://www.figma.com/proto/EaHQILAmUrdQtUqKdprxKK/Application-Process/Assessment?page-id=9:0&node-id=278:955&viewport=182,93,0.1&scaling=scale-down-width&starting-point-node-id=53:95) * [Application Process – Mobile](https://www.figma.com/proto/EaHQILAmUrdQtUqKdprxKK/Application-Process/Assessment?page-id=318:418&node-id=318:3181&viewport=134,280,0.07&scaling=min-zoom&starting-point-node-id=318:3181&show-proto-sidebar=1) * [Application Process - Recruiter view](https://www.figma.com/proto/EaHQILAmUrdQtUqKdprxKK/Application-Process/Assessment?page-id=4837:6994&node-id=4837:7616&viewport=134,259,0.04&scaling=scale-down&starting-point-node-id=4837:7616) * [Dealsheet – Extension](https://www.figma.com/proto/X7FK3gXT7sImwj3TStPF3e/Deal-Sheet---6649?page-id=3234:3769&node-id=3237:3884&viewport=177,412,0.1&scaling=scale-down&starting-point-node-id=3235:3770) * [Document Vault](https://www.figma.com/proto/CVVuyJR4J6iAdIf3aC6mx0/Document-Vault---6598---6796?page-id=0:1&node-id=1:7&viewport=304,400,0.05&scaling=scale-down-width&starting-point-node-id=1:7&show-proto-sidebar=1) **Role:** * Led the website designing including 1000+ SEO pages * Facilitated the conversion of Flights and Hotel User booking flow * Coordinated & collaborated team to create Ad words and Social Media banners * Strengthened Brand Identity. |

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| **Rehlat Online Services** | URL: [www.rehlat.com/](https://www.rehlat.com) | Status: Online | Duration: product based from Jun’15 till now | Environment: Adobe XD, Photoshop, Illustrator. **Description:**   **UI/UX prototyping** User interface (UI) and User Experience prototyping is an iterative development technique in which users are actively involved in the mocking-up of the UI for a system. UI prototypes have several purposes: A basis from which to explore the usability of your system. A vehicle for you to communicate the possible UI design(s) of your system.   **Role:**   * Led the website designing including 1000+ SEO pages * Facilitated the conversion of Flights and Hotel User booking flow * Coordinated & collaborated team to create Ad words and Social Media banners * Strengthened Brand Identity |

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| **SPSoftware** | URL: [www.spsoftglobal.com/](https://www.spsoftglobal.com) | Status: Online | Duration: 4 months | Environment: Photoshop, Illustrator, Flash Description: SP Software (P) Limited, a flagship of SP Group, is a leading enterprise business software and information technology (IT) Services company, providing IT Consulting, technology and outsourcing services.  **Role:** Website design & Inner Pages, User Interface Design, Website Visuals Analyst, Social media Interface Designs and Create all stationery / Print designs |
| **SPSoftware - PCS** | URL: [www.pcservicesinc.com](https://www.pcservicesinc.com)/| Status: Online | Duration: 3 months | Environment: Photoshop, Illustrator, Flash.  **Description:** The PCS is designed for personalized meetings with executives, informative discussions across the company portfolio and engaging demos for hands-on experiences with our most exciting products and services  **Role:** Website design & Inner Pages, Corporate Identity / Logo Design, Website Visuals Analyst and Design for conceptual brochure |
| **SPSoftware - MJBTech** | URL: [www.mjbtech.com](http://www.mjbtech.com) | Status: Online | Duration: 6 months | Environment: Photoshop, Illustrator, Flash.  **Description:** MJB Technology Solutions has been present in North America and India since 2002. MJB is a multi-solution provider to a large spectrum of clients across the globe. We have nearly a decade of outsourcing experience across a range of Industry Verticals with strong adherence to industry standards.  **Role:** Corporate Identity / Logo Design, Website Visuals Analyst/ Image editing, Create all stationery / Print designs and Corporate Presentation PPT |
| **SPSoftware - Mission 10X - Wipro** | URL: Interactive DVD | Status: DVD | Duration: 9 months | Environment: Flash, Photoshop, Sound Forge **Description:** In Pursuit of Excellence in Engineering Education Through Innovation Mission10X is a non-profit initiative of Wipro Technologies with higher education focus for improving the employability of young Indian Engineering students. It is helping to move India forward towards global competitiveness by enhancing the quality of human capital in the country   * Empowering Faculty members to use Mission10X Learning Approach (MxLA) * Developing transformative Academic Leaders to build institutions of excellence * Deploying Unified Technology Learning Platforms (UTLPs) to bridge the gap between industry and academia  **Role:** Vector Graphics, 2D Animation, 3D Visual Finishing and Voice Syncing |

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| **Awards & Recognitions** | * **Performer of the year** of performer of the year in Creating n**ew brand** logo and Website with w3global [2020]. * **Outstanding Contributor** for contribution on **UI/UX** Designs and Mobile App Designs [2017] * **Excellence in Performance** for **contribution on UI/UX designs** [2016] * **Milestone Award** for contribution on UI & Web Design [2015] * **Prism Award** for contribution of Web Development [2012-13] |

**Education**

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| * B.Com Computers * Diploma in Multimedia |

Father Name: Venkanna Dasari,

Place of Brith: Khammam

Lives at: Bachupally, Hyderabad, Telangana, India.

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| **Phone** | **Email** | **Website** | **Social** |
| **+919030066696** | dsanjaybabu@gmail.com | [sanjaydasari.com](http://www.sanjaydasari.com) | <https://www.behance.net/sanjaydasari/> |
|  |  |  | <https://www.linkedin.com/in/sanjay-dasari/> |