

Barsha Saikia

barsh28a@gmail.com ❖ (+91) 7045506350 ❖ Bangalore, Karnataka ❖ LinkedIn-[Barsha Saikia - ITC Infotech | LinkedIn](#)

Experienced UX Strategist adept at developing holistic design solutions that align with business objectives. With a background in consultancy, product design and design strategy, I excel in providing expert guidance on user-centric design methodologies while also contributing hands-on expertise. I create tailored solutions across diverse platforms from manufacturing to commercial real estate to aviation, I have worked in cross-functional teams through collaborative product development cycles, ensuring the delivery of exceptional user experiences.

WORK EXPERIENCE

ITC Infotech

Feb 2021 – Present

Senior Consultant, UX
Bangalore, Karnataka

Project 1 : Streamlining Defect Management: AI-Infused UX Improvements

Helped lead the project with end-to-end delivery, starting with user research design, conducting workshops to understand user pain-points, gathering insights with the help of exploring generative AI to help synthesize the research, and executing the design findings through wireframing. Working alongside different teams by breaking down the requirements into functional design features.

Project 2 : Enhancing Usability and Adoption for Manufacturing Platform

As Lead UX Designer, I overhauled the user experience for a manufacturing platform, focusing on usability and adaptability. I streamlined workflows, implemented user-centered design principles, and integrated interactive tutorials to boost user engagement.

Project 3 : Advanced Data Visualization Project for a Leading Airline Ground Operations Company

Led the UX design for a data visualization project at an airline ground operation company. I crafted intuitive dashboards to streamline data interpretation. My work improved data clarity, enhanced real-time monitoring, and facilitated faster decision-making.

Saras Analytics

Oct 2020-Feb 2021

UX Design Consultant
Hyderabad, Andhra Pradesh

Worked on mobile view websites for several Middle-East based fast food brands working alongside Google Analytics experts to work on identifying, understanding and creating interventions on maximizing user experience. Worked on drop rates, visibility, conversions and increased effectiveness of Carts by 40%.

Docsapp
UX Designer
Bangalore, Karnataka

Feb 2020-May 2020

Crafted a Digital Prescription Writing platform (research & UX) for On-campus doctors to shorten and simplify the prescription writing process and help the organisation to track and aid the ordered medicine demands.

Supported the UI team for internal website redesign tasks and writing case studies.

Others **2015 – 2020**

Styling service (2021-22) : Freelance - Service design

Isha Sawhny (2023) : Freelance - Brand Strategy

Saint Gobain Glass (2019) : Internship - Communication strategy

Govt of Gujarat (2017) : Internship - Communication strategy for Ujwalla Yojana

House of Anita Dongre (2015-17) : Assistant Manager - Apparel Design

EDUCATION

National Institution Of Design **June 2017 – 2020**
Strategic Design Management
Gandhinagar, Gujarat

National Institution Of Fashion Technology **June 2011 – 2015**
Fashion Design
Delhi

SKILLS & TOOLS

Softwares

Figma, Adobe CC, Sketch, Miro, inVison, Keynote, Zeplin, Hotjar, Google Optimize, Google Analytics, Adobe Firefly, Adobe express, Midjourney

Research tools

User interviews, Persona hypothesis, Competitor analysis, Qualitative research

Soft skills

UX strategy, User flows, Concept sketches, Experience mapping, Wireframes, Prototypes, Mockup, Prompt design for generative AI

Other skills

Jira, Azure, Slack, Notion

INTERESTS

React - Low code coding, Spline - Interaction & Animation tool. Design Strategy - Crafting design in business decisions, Generative AI