SARATHI DUTTA

HEAD OF UX DESIGN

Calgary, Alberta CANADA

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PORTFOLIO
https://sarathidutta.me/

CAREER SUMMARY

Over 15 years of expertise in the industry and a deep understanding of **Design Thinking, User-Centered Design, 5 elements of UX design,** and **Human Factors**

A successful track record in setting up **Design Practice & Processes**

Extensive hands-on experience **designing and managing software products** from conceptualization to rollout

Knowledge of Business **Process Excellence, Digital Transformation** programs. Have worked closely with process,digital transformation & enterprise innovation initiatives for a number of global Fortune 500 companies

Mentoring designers/enthusiasts @ "Design Mantrai" - a delightful creative space for customer collaboration and part of *SAP AppHaus Network (Bangalore, India)*

EDUCATION

2002 - 2006
Bachelor of Engineering - BE
(Computer Science and Engineering)
North-Eastern Hill University

WORK EXPERIENCE

HEAD OF UX DESIGN

Oct 2018 - Present | INCTURE, CANADA
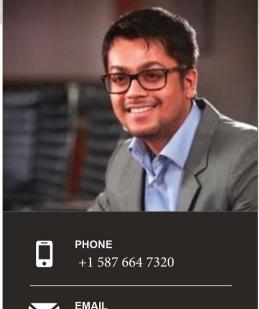
Managing Internal Design Practice

—— Setting internal career paths and opportunities for cross-functional designers
—— Responsible for growing the team and overview the hiring process
—— Create strategic plans to improve internal UX processes and standards

Leading UX design of Digital Transformation projects across US and Canada

—— Manage and lead multiple teams on UX deliverables across projects
—— Conducting and facilitating design workshops with customers and internal pre-sales team
—— Collaborating with internal delivery team on scoping, estimation, resource allocation, and planning the delivery of UX activities

Partner & Client Collaboration @ SAP Co-Innovation Lab

—— Work closely with multiple Teams and Partners to define, design, and develop products
—— Innovation on "Art of Possible" topics such as AR/VR , Conversational UI, Human-Centered AI / ML experiences

SKILLS

Design Thinking

Human Computer Interaction

User Research

Interaction Design

Visual Design

Information Architecture

Design Patterns

Mobile, Web & Wearables

AR / VR

HTML, iOS, Android

Voice & Gestures

UX Head

Oct 2015 - Sep 2018 | INCTURE TECHNOLOGIES, INDIA

Product Design & Strategy

—— Define the UX strategy and Vision of Incture Product Suite under the brand name Cherrywork

—— Manage a team of Designers to effectively create UX experiences

—— Collaborate with Stakeholders, Marketing and Engineering team

—— Define, prioritize and drive deliverables aligning to the product roadmap

UX Architect

Jan 2012 - Sep 2015 | INCTURE TECHNOLOGIES, INDIA

—— Responsible for the UX of in-house products that include Information architecture, Interaction, and Visual Design of the solution along with supportive marketing and sales collaterals

—— Work with Customer and Delivery teams to define and execute the end-to-end customer experience

UX Lead

Nov 2008 - Dec 2011 | INCTURE TECHNOLOGIES, INDIA

—— Responsible for and get to have fun with all the usual suspects

- Prototyping
- Web & Mobile User Experience
- Information Architecture
- Interaction Design
- Visual Design
- Wireframing
- Business Requirements Gathering

User Experience Designer

2006 - 2008 | INCTURE TECHNOLOGIES, INDIA

—— Worked with the UX team on all design deliverables and tasks such as Site maps, wireframes, visual designs, quick prototyping, user scenarios, user task analysis, user goals, UI specifications, and usability testing

—— Incture website branding and asset creation

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LINKEDIN
linkedin.com/in/sarathidutta/

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CERTIFICATION

JKEQBS79J4QB

UX Design Professional Certificate

G Google

AWARDS

Jul 2020

SAP Innovation Award 2020

SAP SAP

Awarded for designing & developing a next-gen Digital Oil Field for Murphy Oil Corp using SAP and disruptive technologies such as remote assistant, touchless mobile, augmented analytics, machine learning, pattern recognition, and iRPA.