# RANJEET SENGAR

### Senior Product Designer & Developer

**12** Years of Experience | Amsterdam, The Netherlands

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## —— Personal **Statement**

Seasoned **Senior Product Designer and Developer** with over 12 years of progressive experience specializing in SaaS and digital product innovation. Aiming to leverage deep expertise in design leadership, cross-functional collaboration, and strategic product management to take on challenging roles that drive business transformation and user-centric digital advancements. Seeking a leadership role that capitalizes on my ability to blend innovative design with strategic business solutions to foster organizational growth and market leadership.

**CORE COMPETENCIES:**
* **Design Leadership**: Expertise in leading the strategic direction of web application design and development, achieving significant improvements in user engagement and conversion rates.
* **Product Strategy**: Skilled in defining product visions that align with business objectives, driving product development from ideation to launch.
* **Cross-functional Collaboration**: Effective in aligning product strategies with marketing, sales, and development teams to achieve cohesive and impactful product outcomes.
* **Innovation & Growth**: Adept at identifying opportunities for innovation by staying updated on industry trends and emerging technologies.

## —— My **Skills**

◙ **Design**
Figma • Sketch • Adobe Creative Suite • UED • User Interface Design • Animation Direction • Web Design • Wireframing

◙ **UX Research & Product Management**
Design Thinking • Interaction Design • Brand Design • Journey Mapping • User Research • Persona hypothesis • Product & Team Management (Agile Methodologies) • Github • Usability Testing and facilitating Design Sprints.

◙ **Prototyping & Application Development**
Rapid prototyping & interactive flow using Bootstrap/Tailwind & Greensock • Typescript, React, NextJS • REST APIs • Golang, Node.js, Python, Express.js & MySQL • Web deployments using Ubuntu, Nginx & Cloudflare(Security) • Elastic Search & Kibana

## —— **Education** & Qualifications

◙ Bachelor of Technology in **Information Technology** from Vellore Institute of Technology, Vellore, India.

## —— Work **Experience**

### 🔷 **Yokai Network -** Chief Product Officer & Product Designer

*Dec 2021 - Present (2 years 4 months); at Amsterdam, The Netherlands*

I manage our SaaS product design and web development cycle, ensuring efficient functioning. Additionally, I build partner relationships, pursue new business opportunities, and undertake various responsibilities for growth and success.
**Responsibilities:**
- Spearheaded the strategic overhaul of SaaS product design, achieving a 35% reduction in bounce rate and a 20% increase in session duration through targeted user engagement initiatives.
- Crafted and executed a clear product vision that aligns seamlessly with business goals, significantly enhancing operational efficiencies and market responsiveness.
- Led the product development lifecycle from ideation to launch, ensuring timely delivery and budget adherence. Improved design and development iteration efficiency by reducing the average turnaround time for the application redesign by 30%.
- Create visually appealing digital experiences using human-centric design principles, resulting in 32% uplift in conversion rates through enhanced digital user experiences.
- Aligned product strategies by collaborating with design, development, marketing, and sales teams.
- Improved user satisfaction by monitoring key performance metrics and optimize product features.
- Stay updated on emerging technologies and industry trends, identifying opportunities for innovation and differentiation.
- Developed prototypes for various design concepts, allowing for comprehensive testing and evaluation.
- Fostered innovation by developing prototypes and staying at the forefront of emerging technologies.

## Altstox Financial Technologies - Lead Product Designer & Developer

*Jan 2020 - Dec 2021 (2 years); at Bangalore, India*

Partnered with startups and SMEs to create responsive, user-centered product solutions, emphasizing collaboration from ideation to execution.

WEFO25    STRATA    PROPSTACK    zapkey    techolution {Innovation done right}    Rakuten SPORTS    NULLCON    NICHE MINDS    Unlistedkart    CLOUD VILLAGE

## Minance - Head of Design || Product Manager and UI/UX Engineer

*July 2017 - Jan 2020 (2 year 6 months); at Bangalore, India*

- Designed, developed & launched the company's marketing website with **11k+ daily unique visitors**. It increased user satisfaction (+42%), perceived findability of information (+26%), and decreased bounce rate (-27%). It can be viewed at https://sengar19.com/minance/
- Designed and enforced the company's brand guidelines and brand direction. It can be viewed at https://bit.ly/2LFFiXI
- Innovated and designed investment portfolio management mobile application. The screens can be viewed at https://bit.ly/38e8uhz
- Managed design and UI/UX team for web, mobile, social media & print.
- Executed A/B testing initiatives to assess the performance of different design variations under real-time conditions.
- Designed investment pitch decks for the organisation. View at https://bit.ly/3hDScRR
- Designed the investment portfolio dashboard for the web. The screens can be viewed at https://bit.ly/3hDtdy5
- Worked directly with the company stakeholders to identify and roadmap the opportunities.

**As Product Manager and UI/UX Engineer:**
- Improved the user experience by gathering and analyzing user feedback.
- Coordinated with engineers and design team on the discovery process of features required as per the company roadmap.
- Created process for internal documentation for our platform.
- Contributed to the setting of quarterly goals by researching new opportunities and assembling business cases.
- Designed, developed and maintained the Investment Portfolio Dashboard including stock trade approval functionality.
- Designed and developed the file management and hosting application called Tax-Safe for clients' tax filing purposes.

## FREO Freo Labs Creative Solutions - Interaction Designer & Web Developer

*Feb 2014 - Dec 2016 (2 years 11 months); at Bangalore, India*

- Web/Mobile Designing and Development(Front-End) using Sketch, Adobe Illustrator, HTML5, CSS3, Javascript, jQuery and Bootstrap.
- **Made design stories come alive** by implementing various interaction and motion designs using GreenSock.
- Developed desktop apps for video streaming services using Node Webkit.
- Developed mobile apps for video streaming and event management applications using Kendo UI & Cordova.
- Led the REST API Design process.
- Collaborated in the development of the backend in PHP and MySQL.

## {♥} Happily Coded - Web Designer & Developer

*June 2013 - Jan 2014 (8 months); at Bangalore, India*

- Designed & developed the user journey and UI of the web application for a map-based restaurant aggregator service in Bangalore.
- Used Adobe Illustrator for design, and HTML5, CSS3, Javascript, jQuery, Bootstrap for front-end development & used Parse platform and Python for backend and database.

## Cognizant Technology Solutions - Programming Analyst

*Jul 2011 - Apr 2013 (1 year 10 months); at Chennai, India*

- Wrote test cases in Python 2.7 for Rackspace Technology's Openstack product.
- Developed test cases in Java for Paypal's internal systems.

## ——— Licenses & **Certifications**

◼ Interaction Design Foundation:  **Design Thinking; Distinction: Top 10% in class**

https://bit.ly/34Z7Z91