

Saroj Boipai

Senior UX Designer

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I'm a seasoned professional with deep expertise in B2B & B2C SaaS, focused on crafting innovative web and mobile solutions that drive user engagement and business impact. My background spans healthcare hiring platforms and enterprise-grade product design.

Work Experience

Phenom, Hyderabad, India

Phenom is a global HR technology company helping a billion people find the right job

Senior UX Designer

July 2020- Present • 4 yrs 9 mo

- Engaged with crucial B2B stakeholders to comprehend needs, crafting workflows, packaging, and ship solutions accordingly.
- Conducted comprehensive research to gain insights into the blue-collar industry and user landscape in India.
- Led the UX design to build MVP for a healthcare job portal (Swaasa) catering to blue-collar and healthcare personas, iterating through various concepts and iterations.
- Devised concept and UX workflow for mobile and iOS apps of both Swaasa & Vihu (B2C products)
- Conducted user testing to gain real-time user insights, facilitating design optimisation aligned with KPIs.

Education

Indian Institute of Technology, Hyderabad
Master in Design

May 2018- July 2020

Birla Institute of Technology, Mesra, Ranchi
Bachelor in Architecture

May 2011- July 2016

Skills

Usability Testing, Prototyping, Testing, User Research, Product Management, UX Design , UI Design, SAAS Product, Data Driven Design, Figma, Axure, MVP

Certificates & Workshops

- Certificate, - **HUMAN-COMPUTER INTERACTION** - HCI- The Interaction Design Foundation- 2019
- Workshop - **Design, Technology, and Social Innovation Workshop 2020- MIT (Massachusetts Institute of Technology) India Initiative2020**