

# SAGARIKA GHOSH

Innovative and results-driven UX designer with **6+ years of experience** in designing and delivering impactful end-to-end user experiences. Always excited to learn new things.

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## EXPERIENCE

**UX Designer II** Feb 2022 - Present  
Philips Innovation Campus, Bangalore

- Designed conversational interfaces for Philips IT chatbots, optimizing information sourcing for field service engineers and reducing service calls by 30%.
- Streamlined the conversation design process for Philips Design Language System by curating Conversation Design starter toolkit.
- Facilitated design thinking and co-creation workshops with a goal to reduce product manager attrition rate at Philips.
- Redesigned survey email invitation after extensive user research which resulted in a 60% increase in click rate.
- Crafted first of its kind UX maturity model for Philips IT to calibrate whole IT services and tools, to be at and go beyond industry standards.

**UX Designer** Feb 2017 - Jan 2022  
Samsung R&D Institute, Bangalore

- Lead 'Samsung 5G India UX' team to drive design efforts and innovation in the domain.
- Owned and delivered end-to-end experiences for Samsung Pay, Samsung Finance Plus, and Samsung Lockscreen.

**Service Design Intern** Jan 2016 - Dec 2016  
Xamcheck (currently ClassKlap), Bangalore

- Created multiple service and product offerings on personalised learning experiences for schools, parents and students for an improved and convenient service experience.

**Design Intern** Apr 2015 - Jul 2015  
Toshiba, Bangalore

- Proposed a business model to revolutionize human organ transportation in India using advanced drone technology.

## EDUCATION

**Bachelor of Design, Product Design** Jun 2012 - Dec 2016  
National Institute of Design, Ahmedabad, India

## RECOGNITIONS

Awarded **6 recognition certificates** for demonstrating inspiring Philips Behaviors

**Achieved 3 patents** in the field of personalization, AR and 5G

**Samsung Citizen Award 2020**

**Samsung Spot Award** for optimizing and conceptualizing new features in Samsung Pay

Finalist for **TATA wearable challenge 2016**

## OTHER INITIATIVES

**IP UX initiatives** - Leading Philips IP group to foster a culture of innovation at Philips XD

**UX Glanz at Samsung** - Volunteered to design the exhibition to showcase UX projects

**Creative Gym** - Team bonding exercises to give teammates a creative break from their daily work

## SKILLS

### Design:

Conversational UX design  
Interaction design  
Wireframing and prototyping  
User research and testing  
Information architecture  
Agile methodology  
Design facilitation

### Tools:

Figma, Sketch, Miro, Adobe Photoshop, Illustrator, Premier Pro, Voiceflow, Microsoft office