

SAURABH BOSE

UX DESIGN / CREATIVE DIRECTOR

CONTACT

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+ EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, Scheller College of Business Aug 2015 – Dec 2017
Master of Business Administration
Concentrations: Leading Digital, Strategy & Innovation, Marketing

GEORGIA INSTITUTE OF TECHNOLOGY, School of Communication Sep 1999 – Jun 2001
Master of Science in Information Design
Concentration: Digital Media
Research Assistantship: Design and support for startup incubator ATDC

GEORGIA INSTITUTE OF TECHNOLOGY, School of Industrial Engineering Aug 1994 - Jun 1998
Bachelor of Industrial Engineering

+ EXPERIENCE

Backbase Apr 2019 – Present
Industry-leading Digital Banking platform

Lead Principal UX Designer - Customer Success

- Leads the company's growing UX practice across 2 regions, including managing, mentoring and inspiring 12 designers.
- Works directly with tier 1-3 banks and financial institution to identify their digital transformation needs and requirements, and ensures the delivery of creative solutions rooted in strong research and strategy.
- Works with cross-functional teams, including product and R&D, to define a lasting vision for the product.
- Provides high-level direction as well as is being hands-on with a beautiful visual language, comprehensive design system and guiding design principles.
- Represents design within the company and externally with partners and customers; advocates for the voice of the user, usability and great design.

IBM iX Apr 2018 – Apr 2019
D.C. Design Studio

Senior Digital Consultant – Customer Engagement & Design

- Led UX/UI design and creative/brand strategy within a lean, agile team that designed, developed, and tested a mobile solution for a large-scale health and wellness application. Work included development of a custom branding and design system; customization and creation of screens from scratch based on business requirements and user needs; and creation of design specifications including wireframes, user flows, and diagrams for development team.
- Conducted user research to uncover pain points in a web-based climate monitoring system, including foundational research, a qualitative & quantitative user survey, and generative interviews. Created 2 personas, a 7-step journey map, 6 design principles and a second-phase UX plan. Presented findings directly to clients and key stakeholders.
- Led the creative vision and UX/UI design for two critical IBM bid & proposal demos, including an enterprise-level online

THIRD EYE NETWORKS Sep 2014 – Apr 2018
Technology startup building an innovative, consumer-centered web navigation platform

Brand Strategist

- Developed company brand, marketing and design strategy to attract and inform consumers as well as potential investors
- Collaborated with CEO/Database expert to refine product plans for web platform based on customer needs
- Selected to participate in SXSW Startup Spotlight 2015 from 5,000 that applied
- Presented at Startup Riot 2015, a one-day conference that highlights 30 startups to over 300 attendees

THE ART INSTITUTE OF ATLANTA

Sep 2001 - Mar 2018

Faculty Instructor

- Integral in development of Media Production program which had over 900 enrollments
- Designed and taught over 20 different courses in design, web and interactive media

UNDO LLC

Aug 2001 - Jul 2006

Boutique design agency focused on experiential, motion and interactive media design

Co-Founder, Designer

- Designed innovative digital solutions for clients such as CNN, GE, G4 Channel, Atlanta Gas Light
- Awarded Best of Show SXSW Interactive Finalist (2004)
- Awarded American Institute of Graphic Arts Southeastern Excellence in Design Award (2005)

NoticeNow, Inc. (Rare Medium)

Jun 2000 - Sep 2001

Innovator in internet telephony communications

Senior Web Designer

- Oversaw all phases of design for in-house projects, from development to implementation

iXL

Jun 1998 - Dec 1999

Interactive agency and consultancy

Web Designer

- Designed innovative digital solutions for clients such as CNN, GE, G4 Channel, Atlanta Gas Light
- Awarded Best of Show SXSW Interactive Finalist (2004)

+ SKILLS/INTERESTS

Languages: English, Bengali

Technology: Adobe CC, Sketch, InVision, Avid, Tableau, HTML/CSS

Affiliations: NetImpact, GTMA, AWDG, AIMA, AIGA

Awards: Manager's Choice, Service Area Excellence

Certifications: iOS Design Foundations, Design Thinking Practitioner

Activities: Raksha (GA based non-profit) Volunteer of the Year (2003)

Interests: Music, travel, DIY electronics