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Every UX problem I encounter becomes my personal mission to solve.

Sayantant Ghosh

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& AI Experience Strategist | Human-Centered AI Systems

📧 @myprofile.sayantan  [linkedin.com/in/uxsayantan](https://www.linkedin.com/in/uxsayantan)

UX & AI Experience Strategist with 21+ years of experience
connecting behavioral research, interaction design, and product thinking to build human-centered digital systems.

UX Strategy • UX Research • Interaction Design • Product Thinking • Human-AI Systems • Experience Design

Experience

5 yrs
2 mos

Sr. UX Designer / UX Strategist @ **tenXengage**
Feb 2021 to Present

- ➔ Led UX strategy for partner management platform, aligning user behavior insights with business and engagement goals
- ➔ Designed end-to-end experiences for enterprise clients, simplifying complex workflows into intuitive and scalable interfaces
- ➔ Worked with enterprise design systems including Google and Cisco frameworks to ensure consistency, usability, and system alignment
- ➔ Collaborated with product teams and leveraged AI-assisted tools like Lovable to translate research into actionable interaction flows

10 mos

Sr. UX Designer @ **FastCollab**
May 2020 to Feb 2021

- ➔ Streamlined enterprise processes into clear and efficient user flows
- ➔ Improved usability by aligning interface design with real user behavior in high-frequency, task-oriented environments
- ➔ Crafted user experiences for a corporate travel management system handling booking, approvals, and policy-driven workflows

2 yrs
10 mos

Lead UX Principal @ **Ayantek**
April 2017 to Jan 2020

- ➔ Led UX initiatives across multiple digital products, establishing consistent interaction patterns and scalable design approaches
- ➔ Translated complex business requirements into clear, structured user experiences across diverse domains
- ➔ Collaborated with cross-functional teams to align UX decisions with product goals, improving usability and reducing workflow friction

Brings 21+ years of design experience, including earlier work across UI, product, and multi-domain digital systems.

Selected Projects / Key Work

Tracto Healthcare App

Health Tech UX System for Patient-Centered Care

01

Redefined medication adherence by shifting the focus from reminders to real-time decision support for elderly users.

Through contextual research and behavioral analysis, I observed that the real challenge was not remembering medication, but knowing what to do when something goes wrong. Moments like missed doses, confusion, or emergencies created anxiety and inaction.

This led to a reframing of the problem. Instead of building a tracking system, the goal became supporting timely action in real-life situations.

Key Contributions

- ➔ Designed an action-oriented experience that guides users during missed medication scenarios instead of relying only on reminders
- ➔ Created recovery flows using contextual triggers so users and caregivers can respond effectively when a dose is missed
- ➔ Developed caregiver coordination features with alert systems and location-aware support
- ➔ Designed emergency response experiences that can be used both by elderly users and bystanders in critical situations
- ➔ Simplified complex healthcare interactions into clear, low-effort experiences suitable for users with varying cognitive and physical abilities

UX and Design Craft

- ➔ Focused on interaction design for high-stress and time-sensitive situations
- ➔ Used scenario-based thinking grounded in real-world behaviors
- ➔ Structured information to reduce cognitive load and improve clarity
- ➔ Designed with accessibility in mind for elderly users across different ability levels

Impact Thinking

Shifted the product approach from a reminder-based system to a behavior-supported experience, increasing the likelihood of real-world adherence and safer outcomes.

Contextual Research

Behavioral Analysis

UX Synthesis

Interaction Design

Usability Testing

Project Sentinel (Concept Exploration)

02

Human-Aware AI System for Intelligent Project Management

Exploring how AI-assisted systems can help teams identify hidden project risks by combining behavioral signals, project data, and human-centered decision support systems.

- ➔ Designed a conceptual AI-driven decision support system to help teams identify hidden project risks
- ➔ Explored interaction models between human decision-making and AI insights
- ➔ Focused on transparency and trust in AI-supported project monitoring

AI Systems Thinking

UX Strategy

Human-AI Interaction

Mid-Roll Ad Research Study

03

Behavioral UX Research on User Attention & Ad Interruptions

Explored how users respond to mid-roll advertisements in digital content experiences, identifying behavioral patterns influencing attention, engagement, and user frustration.

- ➔ Analyzed user behavior during mid-roll ad interruptions to identify patterns of attention drop and frustration
- ➔ Identified key factors such as timing, frequency, and content relevance impacting engagement
- ➔ Proposed design recommendations to balance user experience with monetization goals

User Interviews

UX Synthesis

Attention Research

Product Innovation

Smart Navigation System for Visually Impaired Mobility

- ➔ Obstacle / Terrain Change Detection
- ➔ Directional Guidance / Environment Sensing
- ➔ providing vibration feedback through the stick and voice guidance via earbuds



Professional Certification



AI for Designers (Ongoing Learning)

Exploring UX frameworks and interaction models for AI-driven systems. From Interaction Design Foundation



Executive Post Graduate Program in UI/UX

IIT- Roorkee (in collaboration with Intellipaate) – 2024–2025
Focused on UX research methods, interaction design, and human-centered product systems.



Diploma in Web & Multimedia

Arena Animation, New Alipore, Kolkata, WB – 2003

Academics

Higher Secondary (10+2)

West Bengal Council of Higher Secondary Education – 2001

DOB

31st Dec 1982

Present Address

Nagaram, Hyd, IN

Relocation

Anywhere

Notice Period

2 Months



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Sayantana Ghosh



Application Letter

Dear Hiring Manager,

Designing meaningful experiences has always been something I truly enjoy. Over the past 21 years, I have worked across UI design, UX research, and product strategy, helping teams turn complex problems into clear and human-centered digital experiences.

What excites me most is collaborating with teams to translate research insights into product direction. I enjoy understanding users deeply, exploring ideas together, and shaping solutions that are both practical and thoughtful. In recent years my focus has expanded into human-centered AI systems, exploring how intelligent technologies can support people while maintaining transparency, trust, and usability.

I believe the value I bring to a team is the ability to connect research, strategy, and design thinking. My goal is to help teams see the bigger picture while crafting meaningful experiences that solve real problems for users.

I would be excited to contribute this perspective and work together in building thoughtful, human-centered digital products.

Warm regards,

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