Satish Kumar Rajula

User Experience Manager | Enterprise SaaS, Analytics & AI Products

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21+	12+	500+	100+
Years in software	Years leading design	Enterprise customers served	Data connectors

PROFESSIONAL PROFILE

Principal-level UX leader with **21+ years in software** and **12+ years shaping design direction** for enterprise SaaS, Business Intelligence, analytics, and AI products. Specializes in turning complex data, financial, HR, CRM, and supply-chain workflows into clear experiences for non-technical business users across web, iOS, Android, and desktop.

CORE COMPETENCIES & TOOLS

UX Strategy & Leadership	Design vision and strategy, product roadmap trade-offs, cross-functional leadership, mentoring, stakeholder alignment, business analysis, pre-sales and RFP prototyping
User Research & Evaluation	UCD / HCI methodologies (cognitive, behavioral and emotional psychology), stakeholder and user interviews, contextual inquiry, personas, needs assessment, site audits, competitive analysis, usability testing (in-person, remote and UAT), card sorting, heuristic evaluation, journey mapping, accessibility audits (WCAG 2.1 AA), traffic and content analytics
IA & Interaction Design	Complex enterprise workflows, information architecture, user flows, task analysis, user journeys, site maps, use-case scenarios, sketching, wireframing, data visualization and dashboards, AI and conversational UX, atomic design, design systems, responsive and cross-platform design
Prototyping & Design Tools	Figma, Axure RP, Adobe XD, Framer, ProtoPie, InVision Studio, Justinmind Prototyper, UXPin, Marvel App, Zeplin, Morae, Visio, XMind, iRise, JIRA
Creative & Multimedia	Adobe Creative Suite (Photoshop, Illustrator, InDesign, Fireworks, After Effects, Premiere, Flash, Captivate, Soundbooth, Dreamweaver), Camtasia Studio, 3D Studio Max, Sony Sound Forge, Acid Pro, GoldWave, Fruity Loops, AWIcon Pro
Front-End & Web	HTML5 / XHTML, CSS3, LESS / SASS, Bootstrap, JavaScript, jQuery, XML, ActionScript 2.0, Adobe Flex, PHP, WordPress, Joomla, OS Commerce, ZenCart, OpenCart, advanced SEO, IBM Web Application Server 7.0

PROFESSIONAL EXPERIENCE

User Experience Manager · Splash Business Intelligence Pvt. Ltd.

November 2021 – Present · Hyderabad, Telangana, India

Lead UX strategy for **SplashBI, SplashAI, XL Connect, SQL Connect**, and the **SplashBI Customer Portal**. The enterprise data-intelligence platform has 100+ data connectors and serves 500+ global enterprise customers, including NVIDIA, Cisco, McDonald's, Texas Instruments, Warner Music Group, and the University of Oxford.

- Set the design vision for **SplashBI Tahoe**, bringing reports, dashboards, data loaders, domains, and data pipelines into one unified workspace with personalized layouts and faster navigation; shipped as a named platform release adopted by global enterprise clients.
- Designed **SplashAI** end to end, including natural-language query flows, conversational interactions, and contextual chart-level drill-downs for business users.
- Designed **XL Connect** and **SQL Connect**, bringing self-service reporting into the tools used by finance and data teams.
- Lead hands-on work across research, information architecture, wireframing, clickable prototyping (Axure RP and Figma), visual design, and engineering handoff for web, iOS, Android, and desktop.
- Govern the centralized design system, including shared patterns, design tokens, components, and documentation used across product squads.
- Partner with product owners and engineering leaders on cross-platform initiatives, roadmap trade-offs, and front-end technology decisions.

- Embed clickable prototypes and shared components into sprint reviews to improve design-to-development handoff and reduce rework.
- Maintain **WCAG 2.1 AA** accessibility standards across releases.
- SplashBI received the **Everest Group 2024 People Analytics PEAK Matrix Leader** recognition, was named a **2026 Star Performer and Leader**, and won **HR.com's 2026 Best People Analytics Platform** award.

User Experience Manager · EiS Technologies
June 2018 – November 2021 · Greater Hyderabad Area

Led UX for **SplashBI, XL Connect, and GL Connect**, as well as the SplashBI Customer Portal, across web, mobile, and tablet—from concept through engineering handoff.

- Designed module information architecture, data-visualization patterns, and role-based navigation for pre-built reports and KPI dashboards across People, Financial, CRM, and Supply Chain analytics.
- Established the UX research function and embedded usability testing, card sorting, heuristic evaluation, journey mapping, and accessibility audits into agile sprints.
- Conducted business analysis, authored use cases and user stories, and made interaction-design decisions to improve product interactivity and user engagement.
- Translated complex product concepts into wireframes, user journeys, and mockups for web, tablet, and mobile devices.

Senior User Experience Designer · EiS Technologies
March 2014 – June 2018 · Greater Hyderabad Area

Owned information architecture, interaction design, high-fidelity prototyping, and visual design for **SplashBI, XL Connect, and GL Connect**, working directly with the CTO and Product Manager.

- Restructured core analytics information architecture and validated changes through in-person and remote usability testing and heuristic evaluations.
- Simplified manual data-entry and reporting tasks into self-service interfaces using atomic design methodology.
- Designed responsive layouts and interaction patterns for SplashBI mobile applications (iOS and Android) and tablets.
- Designed the **Bluemonet Insurance Web Application** for Armstrong-Smith Consulting, translating hospital and physician liability-insurance workflows—underwriting, risk management, claims, finance, and reporting—into task-focused screen flows.

UX/UI Designer · Monarch Info Tech Services Pvt. Ltd.
November 2008 – March 2014 · Hyderabad, Telangana, India

Designed enterprise workflow, records-management, and document-management interfaces using **IBM FileNet P8, IBM Case Manager, and IBM Datacap** for banking, insurance, aviation, and government organizations.

- Worked with business leaders, enterprise architects, product managers, and development teams from requirements gathering through implementation and design testing.
- Delivered user flows, interactive wireframes, GUIs, icons, and clickable prototypes using Axure and HTML/CSS/JavaScript for enterprise management platforms.
- Standardized UI components, CSS patterns, and iconography into shared design assets; resolved cross-browser and CSS issues during development.
- Built interactive prototypes and demos for RFP responses, sales, and business development.

Senior Graphic Designer · Monarch Info Tech Services Pvt. Ltd.
June 2006 – November 2008 · Hyderabad, Telangana, India

- Created UI layouts, mockups, icons, visual assets, and implementation-ready prototypes for web and desktop applications.
- Designed Web 2.0 interfaces and interactive graphics using HTML, CSS, JavaScript, Photoshop, and Illustrator, with attention to usability and accessibility.
- Produced self-running Flash and voice-narrated demos for Process Accelerator and the SolutionWare® suite, along with corporate CD presentations, posters, brochures, and architecture diagrams.

Graphic Designer · SiliconChips Computer Services Pvt. Ltd.
May 2005 – May 2006 · Hyderabad, India

- Designed web templates, application UIs, logos, icons, banner advertisements, promotional landing pages, and marketing emails for US and international clients, following brand guidelines.
- Implemented XHTML/CSS layouts, maintained website content, and resolved cross-browser compatibility issues.

- Produced Flash/CD presentations and PowerPoint decks for training programs and sessions.

SELECTED ENTERPRISE PROJECT EXPERIENCE

Standard Chartered Bank · Hong Kong, Singapore & Chennai

- **S2O (Straight To Operations):** Standardized branch-to-hub image-capture and electronic-routing workflows on IBM FileNet, replacing legacy capture systems and paper-based processes.
- **Master Setup Process / WB Master Setup:** Automated wholesale-banking master-setup document workflows across five geographically distributed departments, replacing email- and courier-based tracking.
- **Customer Due Diligence System (Singapore):** Streamlined wholesale-banking document management, business-process management, reporting, storage, and retrieval by replacing multiple legacy systems.
- **Information Retention Management / GSSC Pilot (SCB ROSA – BDS):** Supported bulk record declaration, enterprise file-plan classification, country-specific retention and disposition schedules, role-based UI customization, audit reports, and custom step processors.
- **Enterprise Business Continuity Management:** Designed a paperless FileNet repository and approval workflow for global business-continuity documents, issue trackers, and exercise records, with automated renewal reminders.
- **CDMS (Client Document Management System, Singapore):** Supported wholesale-banking ISDA negotiation reporting in FileNet following migration from Lotus Notes.
- **Credit Rethink:** Streamlined credit and loan workflows (BCA and EBCA), including online financial capture, rating and grading, document deferral, and limit-approval extensions.
- **HRSSC Phase 1:** Digitized non-African employee personnel files using IBM FileNet P8.

Healthcare & Financial Services · US and Global

- **Blue Shield of California (US) — B2FileNet, B2 ECM Service and B2 Application Processing:** Designed search, retrieval, document-viewer, and attachment-processing interfaces for Medicare and medical-document ingestion through SFTP, Records Crawler, and web services.
- **Xerox Capital Services (US) — XCS, MPG2 and MPG3:** Designed content-management interfaces for renewal purchase orders, contracts, POIs, invoices, and two-level Credit Transaction Approval workflows.
- **ICICI Prudential Asset Management (India) — DMS / IBM Datacap Taskmaster:** Designed document digitization, scanning, manual-indexing, and automated data-capture interfaces integrated with FileNet Content Manager.
- **ING Vysya Bank (India) — Document Management System:** Designed content- and process-management interfaces across Trade Finance, Foreign Exchange Services, General Lending, and Electronic Clearing System workflows.
- **Overseas Assurance Corporation (Malaysia):** Customized IBM Content Navigator for document versioning, search, and security management.
- **Genpact — GMS (Mortgage Digital File Room):** Designed FileNet P8 workflows for loan officers, scan operators, and indexers.

Government, Aviation, Real Estate & Energy

- **Nevada Secretary of State's Office (US):** Designed an online Uniform Commercial Code lien-filing interface integrating IBM Forms, Datacap, FileNet CE, and IBM Case Manager.
- **Dubai Lands Department / Gulf Computers (Dubai):** Designed an archival-expansion interface across five departments and a FileNet P8 3.5-to-4.5 data-migration tool with error-handling and logging reports.
- **Jet Airways (Europe / India) — Integrated Emission Trading Scheme:** Supported automated aircraft emissions reporting and reconciliation workflows using IBM FileNet P8 and IBM Case Manager.
- **VFS Global (India) — Electronic Visa Information System:** Designed eDocket visa-processing interfaces for RVPC to replace manual application handling.
- **CapitaLand (Singapore) — Record Insertion and Management System:** Designed a FileNet P8 interface for electronic and physical records, retention schedules, and disposition actions.
- **IHS (US) — Editor Work Environment:** Designed a FileNet-based workspace for energy analysts, cartographers, and editors to manage articles, cartoclips, wellsheets, contract sheets, and metadata searches.

MITS Products, Marketing Demos & Pre-Sales Projects

- **Core products:** CPR Component (role-based in-baskets and custom step processor), Process Accelerator (Cypress), Social Protection (policy, agency, delivery channel, and citizen-benefit realization), BOSS Rules Engine, PX Install Wizard, Workspace (SOA/AJAX ECM/BPM client), and Work Navigator.
- **Marketing demos:** Voice-narrated Flash demos for Process Accelerator, SolutionWare® for Accounts Payable, Compliance Monitor SolutionWare® for Quality Control, and SolutionWare® for Contract Management.

- **Internal portals and pre-sales proofs of concept:** Intranet Job Portal, Vendor Portal, HR Pro Leave Application, HR Induction CD, and concept designs for John Deere, ADP, APC, Reliance, Cox & Kings, IDBI Bank, Federal Bank, Birla SunLife Insurance, Visakha Industries, and Orient Craft.

Early Web & Digital Projects · SiliconChips (2005–2006)

- **Healthcare and medical:** ADAM (Liberty Medical), OrthoRX / Collector, LogiMedix, Life Watch, Cash Watch, CCS, DNP, MedPro, and Neallachman.
- **Restaurants and e-commerce:** Tropical Smoothies / TS Café, Jamba Juice, Johnny Rockets, Tijuana Flats, Saucy Bella, Frank Stella, Crave Foods, Euro Star, Brighton Collection, and Fakir Travel.
- **Enterprise, finance and real estate:** Barnwell County, Belle Verde, O2 Condos, Call All, Claim Check, E Loan Quotes, Matria, P1 (ASAP / Auto Approval), Prime Air, Spartan Online, Stratos-Ware, Talanton, Task Management System, The Doc Depot, Ya Amman, and Air Centers of Florida.

Additional client organizations: OCBC Bank (Singapore) · Great Eastern Life Insurance (Malaysia)

EDUCATION, CERTIFICATIONS & CONTINUOUS LEARNING

- **Bachelor of Science (B.Sc.) in Computer Science** — Osmania University (1997–2000)
- **Certified Usability Analyst (CUA)™ Program** — Human Factors International (curriculum completed; exam in progress)
- **Human-Computer Interaction** — Stanford University / Stanford HCI Group (online training)
- **Enterprise Design Thinking** — IBM (online training)
- **Dynamic User Experience; User Research – Methods & Best Practices; Psychology of Interaction Design** — Interaction Design Foundation (online training)
- **WCAG Accessibility Specialization** — (in progress)
- **Workshops and tutorials:** Interaction Design Foundation Hyderabad, IxDA Hyderabad, Cooper Interaction Design (Kim Goodwin — Personas & Field Studies), and Jakob Nielsen (User Interaction & Usability).
- **Core UX reading:** The Design of Everyday Things, The Elements of User Experience, Don't Make Me Think, About Face: The Essentials of Interaction Design, and Universal Principles of Design.

LANGUAGES

English • Hindi • Telugu