

ABHISHEK SAHU



INTERDISCIPLINARY DESIGNER

CONTACT

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EDUCATION

M.Des

National Institute of Design

Strategic Design Management

2024

M.Sc

FDDI Noida

Retail & Fashion Merchandise

2018

B.E.

CSVTU

Electrical & Electronics

2014

CERTIFICATION

Advanced UX Design | 2021

Bridge UX Studio

Sports & Exercise Nutritionist | 2020

ACE | ACSM

Certified Fitness Trainer | 2014

ISSA

Sports Injury Management | 2014

A.H.A. First Aid & CPR

ISSA

KEY AREAS

DESIGN

Design Strategy, Change Facilitation,

Design Entrepreneurship, MVP design

Social Innovation, Sense-making,

Intent Architecture, Metrics Design,

Systems thinking, cross-functional,

collaboration, Product Management,

Process Design, Analytical Structuring,

Service Design, Alignment-building,

Consumer Behaviour Analysis,

Design Audit, Audit framework,

UI/UX, Product Design, Frameworks

SOFTWARE/LANGUAGE/LIBRARIES

Figma | Adobe XD | Invision | Miro |

Python | Excel | Pandas | R | SQL |

Cursor | Tableau | SAP

KEY PROJECTS

EDI Dictionary

Designed a self-serve platform that simplified exploration of complex EDI standards.

EDI Inspector

Built an EDI validation and debugging tool for API developers and business users, lowering support load across teams.

Design Audit for HyFun Foods

Organization Behaviour | Business

Strategy | Branding | Entrepreneurship

System Design (Blockchain)

A system lens for comprehending the complexities of a blockchain-driven

socioeconomic system

Site Selection Research Process

Opening of jewellery store in India.

(Models used: Reilly's Law, Huff's model,

Checklist method for evaluation)

FDDI Noida: Dissertation (Case Study)

An assessment to determine the main cause of retail shrinkage in Decathlon

India retail stores. (Mixed research)

PROFILE

Interdisciplinary designer and entrepreneurial mindset with 5+ years of experience at the intersection of Retail, Supply Chain, Service Design, and Business Strategy. Skilled in Research methodologies, crafting scalable business and product solutions that drive innovation and business growth. Passionate about the startup ecosystem, building and scaling design teams, fostering cross-functional collaboration, and driving strategic, design-led initiatives that transform startups and design studios into industry leaders.

Co-founded a B2B retail startup in India, building a buying house that streamlined supply chains between manufacturers and retailers in Tier-2 and Tier-3 cities.

EXPERIENCE

Design Head - Service & Systems

ByteAlly Software Solutions Pvt Ltd | Jul 2025 - Present

UI/UX Designer

ByteAlly Software Solutions Pvt Ltd | May 2024 - Jul 2025

- **Design Leadership & Strategy:** Established and led the design team, fostering a design-first culture in a tech-heavy environment; defined a system-level design vision aligning business, product, and customer needs.

- **AI-driven Design Infrastructure:** Led adoption of AI-based design infrastructure, enabling scalable processes, sustained innovation, and faster organizational responsiveness.

- **EDI Dictionary:** Designed a self-serve platform that simplified exploration of complex EDI standards, reducing customer support dependency and improving user autonomy.

- **EDI Inspector:** Built an EDI validation and debugging tool for API developers and business users, increasing transparency and lowering support load across teams.

- **Zenbridge SaaS Product:** Reimagined product experience to handle all EDI standards with API-first architecture. Improving adoption and positioning Zenbridge as the only product offering API-driven EDI integration.

- **Abnormality & SLA Monitoring Product:** Designed a product extension for real-time anomaly detection, empowering Support & BA teams to identify root causes and prevent SLA breaches.

- **Zenbridge Rebranding:** Spearheaded brand redesign, including website ([zenbridge.io](#)) and social presence, strengthening brand identity and customer trust.

Design Researcher: Graduation Project

National Institute of Design, Ahmedabad | Sept 2023 - Apr 2024

A Social Innovation Model for Transforming Chhattisgarh's Handloom Industry

Designed a social innovation framework to uplift Chhattisgarh's handloom artisans, integrating human-centered design, market strategies, and digital transformation to drive sustainable growth, economic empowerment, and cultural preservation.

Service Design - Intern

Vecmocon Technologies | Jul 2023 - Sep 2023

- Established design research frameworks for digital platforms, streamlining end-to-end service processes.

- Conducted service audits & experience mapping, supporting the creation of new service verticals.

- Designed a suite of 5+ whitelisted applications for OEM distribution, strengthening customer, dealership & service partner connectivity.

UI/UX Designer - Trainee

Bridge UX Studio, Bangalore K.A. | Feb 2021 - May 2021

- Conducted design audits of Fabindia's mobile application, identifying usability gaps and implementing improvements that enhanced user experience, boosted conversions, and increased customer satisfaction.

- Consumer behaviour analysis to optimize interaction flows and UI patterns, contributing to business growth through data-driven design decisions.

Deputy Manager MPR

Landmark Group (SPAR), North Zone, Delhi NCR | Nov 2019 - Jan 2020

- Oversaw 4 supermarket stores across North India, managing FMCG (Food, Non-Food & Grocery) categories with 336 SKUs, driving 11% YoY category sales growth.

- Implemented forecasting & allocation models, maintaining a 93%+ fill rate and ensuring 50% shelf-life stock compliance, executing liquidation strategies to reduce slow-moving stock by 18%, freeing up shelf space for fast movers and reduce holding cost.

- Collaborated with 56+ vendors, driving RTV (Return-to-Vendor) negotiations, improving cost savings by 10% and enhancing supply chain efficiency.

- Successfully planned & executed SKU line planning and stock allocation for a new store launch within 10 days, leveraging EOQ models to ensure optimal inventory levels, 100% on-time opening, and first-mover advantage ahead of competitors.

Senior Executive - Category

Reliance Retail Limited, Bangalore K.A. | Aug 2018 - Jul 2019

- Managed ₹75Cr+ annual merchandise budget, optimizing inventory buys and maintaining 75% stock availability across 54 stores.

- Oversaw 200+ SKUs across 54 stores, driving 21% YoY sales growth through assortment optimization and seasonal planning.

- Pre & Post-Season analysis, sell-through & margin analysis, enabling 25% faster liquidation of slow-moving inventory and improving working capital efficiency.

- Managed 36 vendors under CPFR (Collaborative Planning, Forecasting & Replenishment) framework, improving PO & ASN accuracy, pricing and replenishment decisions.

Sales Manager - DOMYOS

Decathlon, Thane & Aurangabad | Aug 2014 - Mar 2015

- Managed ₹2Cr+ annual inventory, ensuring 90% stock availability, reducing overstock/stock-outs, and achieving shrinkage reduction.

- Piloted category sales strategies, delivering 15-18% YoY sales growth and boosting sell-through by 45% through pricing & promotional campaigns.

- Developed and analysed MIS reports & KPIs (Stock, Space, Sales, Staff) to ensure 100% compliance with business and operational targets.

- Oversaw fitness product category (DOMYOS), designed and executed community engagement events, aligning stock, pricing, and promotional strategies; driving brand visibility to maximize category profitability and growth.