

EDUCATION

2006- 2007: Master of Human-Computer Interaction.

Carnegie Mellon University, Department of Computer Science, Pittsburgh, USA.

2004-2006: Master of Science in Architecture.

Mississippi State University, College of Architecture, Art and, Design, Mississippi, USA.

1996-2001: Bachelor of Architecture, Oct 2001

College of Engineering and Technology, Bhubaneswar, India

WORK EXPERIENCE

May 2013 – Current: Director, User Experience Design SAP Ariba

I am responsible for creating design strategies for the platform products and incubation initiatives.

I have led various projects from inception to delivery. I have also successfully influenced upper management in various strategic initiatives using my design and research skills.

2011 - 2013: Sr. Interaction Designer Intuit, CA

Led end-to-end design for the business payment center redesigned onboarding flow which reduced the call volume significantly. Received a patent for a new way of authenticating users.

2007 - 2011: Staff User Interface Designer PayPal, CA

Created design for a new checkout experience which increased the revenue by 2BP and decreased customer drop-off by 20%. I have redesigned the password recovery flow. This new flow redesign reduced call volume by 52% and increased conversion by 15%.

2004 - 2006: Graduate Research Assistant, Mississippi State University.

Published four international papers and a book titled "Smart Housing: Technology to Aid Aging in Place - New Opportunities and Challenges." Received ARCC / King student medal for excellence in architectural + environmental design research.

SKILLS

Management

Research

Design

Tools

Hiring

Design sprint

Storyboarding

Sketch

Mentoring

Design thinking

Wireframing

InVision

Team building

Usability research

Visual design

Framer

Strategy planning

Foundational research

User Experience

Figma

Roadmap planning

Affinity mapping

Design Strategy

FinalCut Pro

PUBLICATIONS

2008: Satpathy, Lalatendu, Saara Kamppari, Bridget Lewis, Yong Woo Rhee, Benjamin Elgart, Ajaei Prasad, Steven Drucker; "*Pixaura: Supporting Tentative Decision Making when Selecting and Sharing Digital Photos*" HCI 2008, Liverpool John Moores University, UK, September 1st

2007: Satpathy, Lalatendu and Anijo Mathew. "*Smart*" Housing for the Elderly: Understanding Perceptions and Biases of Rural America. Proceedings of the 2007 Annual Conference of the Association for Computer Aided Design In Architecture (ACADI held at Halifax, Nova Scotia, October 1 - 7, 2007

2006: Satpathy, Lalatendu and Anijo Mathew; "*RFID Assistance System for Faster Book Search in Public Libraries*". Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '06). Montreal, Quebec (April 22-27, 2006). New York: ACM Press, in press.

2006: Satpathy, Lalatendu, Nathaniel Pierce, Anijo Mathew; "*Cat Eye: An Assistance System for Independent Shopping*". Proceedings of International Conference on Aging, Disability and Independence, (ICADI '06). St. Petersburg, Florida.

2006: Mathew, Anijo and Lalatendu Satpathy; "*Smart*" Spaces, Responsive Environments, and Assistive Technology: The Role of The Designer". Proceedings of ICADI '06. St. Petersburg, Florida.

BOOKS

2008: Smart Housing: Technology to Aid Aging in Place - New Opportunities and Challenges – Lalatendu Satpathy and Anijo Mathew; published as a specialized book by VDM Verlag

PATENTS

2015: Method and System for authenticating a user using media objects (United States US9219720) Patent Approved on Dec 22, 2015

2006: Interactive Eyewear Apparatus and Method for Independent Shopping (United States S. No. 60/763866) Patent pending

AWARDS

2013 - 2015: Received two Ariba Product and Innovation Individual Excellence Awards.

2008 - 2010: Received four spot awards for my performance at PayPal on different projects.

2006: ARCC / King student medal for excellence in architectural + environmental design research.

2006: Graduate Student Research award by Office of Research, Mississippi State University.

2006: Best oral presentation (3rd place) in Social Science Oral Competition by Graduate Student Association, Mississippi State University, March 31, 2006

2006: Best T- Shirt Design for Student Volunteers of CHI'06, Montreal, Canada

2006: Scholarship by ICADI 2006 Conference at St. Petersburg Florida.