

# Sambuddha Saha

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Creative Director & Entrepreneur with a 20-year track record of delivering innovative solutions that make a difference:

OpenTable Restaurant Solutions, Coca-Cola Freestyle dispenser, Scout by Telenav, Mi Ola Surf, Home Depot First Phone, Target.com, Prada Epicenter retail experience are some of the initiatives I have led and/or contributed to.

Interested in working with teams tackling opportunities at the intersection of design, behavior, technology, and culture.

Passionate about working with smart people, building cultures of creativity & designing cool stuff

## PORTFOLIO

[sambuddha.com](http://sambuddha.com)

## EXPERIENCE

Contributed to, driven and led the Experience Design of high-profile solutions in mobile/online/desktop applications, omni-channel experiences, eCommerce, and digital marketing

Guided cross-functional teams through the lifecycle of product development, from conception to delivery. Collaborated with customer insights, product management and marketing in the development of product strategy & roadmaps

Managed and mentored teams of visual, interaction & motion designers, researchers, copywriters, content strategists, and interface developers

Co-Founder/Partner in two startups in apparel retail and marketing

## CURRENT INITIATIVES

### Design Consultant, Glint & OpenTable

San Francisco Bay Area / June 2014 to present

At [Glint](#) – a next-generation organizational development platform – I am leading the design of the self-service capability for their rapidly-growing customer base.

At OpenTable, I worked with the [Restaurant Solutions](#) team to improve the usability and capability set of Guest Center, their reservations & table management system. In addition, I led the design of their community-driven customer support system, and drove the exploration phase for the restructuring of their restaurant on-boarding strategy.

### Partner & Creative Director – Brand & Digital, Mi Ola Surf

February 2013 to present

[Mi Ola](#) makes chic, high-performance swimwear for an active lifestyle. We are building on the successful launch of our women's swimwear line, clarifying our brand, overhauling our eCommerce presence to support more socially-driven real-time marketing, and redefining our go-to-market strategy to expand reach, improve customer experience & loyalty, and drive sales.

## CAREER HISTORY

### **Co-Founder & Designer, Cult Collection**

January 2014 to May 2016

[Cult Collection](#) is a fashion community connecting passionate consumers with stylists, the brands they love, and their fellow fashionistas so they can discover, express and shop their style.

### **VP / Director of Experience Design, Digitas**

San Francisco / January 2013 – March 2014

At Digitas, my role was to bring a customer-centric perspective to the creation of digitally-driven advertising programs.

clients – eBay, Merrill Lynch, GM, Taco Bell

### **Director of Experience Design, Telenav**

Sunnyvale / December 2010 – January 2013

At Telenav, I built & led the team designing [Scout](#), a daily personal navigator integrating guidance, maps & traffic, and local search & discovery into a seamless mobile and in-car experience. The app ranks amongst the most-downloaded in the Navigation category.

We developed and prototyped concepts to improve situational awareness, ergonomics, and safety through voice-based interaction, coordinated head-up & console display, on-board & online data, and integration with physical vehicle controls.

clients – AT&T, Sprint, Ford, Sony Electronics

### **Creative Director – UI, The Coca-Cola Company**

Atlanta / April 2008 – December 2009

At The Coca-Cola Company, I worked on the product innovation team developing the [Freestyle fountain dispenser](#) – a digital beverage platform offering 100+ flavors – tying together the brand expression and the digital, industrial & operational design to deliver an intuitive, holistic and delightful customer experience.

### **Creative Director, SapientNitro**

Chicago, Atlanta & Detroit / June 2005 – November 2010

At SapientNitro, my role was to lead integrated design teams – tying together user research, concept exploration, requirements development, brand expression, and experience design activities to deliver solutions which achieved their business objectives by focusing on user needs and desires.

clients – Coca-Cola, Home Depot, Target, GM, Manheim, AutoTrader, GE Energy, DHL, AT&T

### **Art Director & Information Architect, EzGov**

Amsterdam / April 2003 – March 2005

At EzGov, we built online citizen-enablement transactional applications for government agencies – e.g. tax filing, benefits claim & disbursement, etc.

clients – Inland Revenue UK, US Dept. of Customs

## **Art Director, IconMediaLab**

New York / July 2000 - May 2002

At IconMediaLab, I worked on the digital experience of the Prada Broadway Epicenter Store. Launched in 2001, the store was a pioneering example of a multi-channel retail experience – using digital content & technology to enhance the high-touch experience of the luxury brand by bridging gaps in the shopping process, improving knowledge of and access to inventory, and exposing a behind-the-scenes look at the production of the storied label.

In collaboration with AMO/Rem Koolhaas and IDEO amongst others, we developed applications and interfaces for handheld devices for store personnel, large-format content displays, interactive closets for customers, a store operations intranet, and a customer-service extranet.

In addition to the visual and interaction design of various aspects of the system, I was responsible for the development of store-specific content production processes which could be integrated into the existing seasonal development cycles of the various design, manufacturing, and marketing divisions of the organization.

clients – Prada, Chubb Insurance

## **Senior Designer, Hearst Interactive Studios**

New York / July 1996 - June 2000

At Hearst Interactive, we worked with a diverse range of media properties in the magazine, book publishing, broadcast, and entertainment & syndication divisions of Hearst to develop editorial, marketing, and community solutions through which they could engage with their readers & viewers more directly.

clients – Esquire, Harper's Bazaar, Avon Books, King Features

## **EDUCATION**

### **M.Arch. School of Architecture**

Princeton University, 1994 – 1997

Graduate education in architecture

### **B.A.**

Columbia University, 1989 – 1993

Liberal arts education with a major in architecture

## **AWARDS**

### **Scout by Telenav**

Best of CES finalist, 2012

### **AutoTrader UK iPhone App**

Cannes – Silver Lion, 2010

### **Prada Broadway "Epicenter" Store**

IDSA/BusinessWeek – Silver & Bronze, 2002