Sanjana Shashi

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[View my portfolio here](#)
Socials: [LinkedIn](#) | [Figma](#) | [Medium](#)

PRODUCT AND UI/UX DESIGNER WITH 5+ YEARS OF EXPERIENCE IN USER-CENTERED DESIGN

Hello there!

I'm a UX Designer with a knack for creatively solving user problems acquired through my 5+ years of experience in the design domain. My experience includes **45+ diverse projects**, covering Interaction Design, User Interface Experience Design, and Customer-Centric Design involving **SAAS products, B2B & B2C solutions**. My background in **Visual Design** and **Human-Computer Interaction** (HCI), provides a solid foundation in delivering high-quality products by strategically approaching user concerns and fostering effective cross-functional collaborations. Outside work, I do design mentorship and create freebies for designers in the Figma Community. I also write about my experiences and learnings on Medium.

WORK EXPERIENCE

UX Designer | IBM   Mar 2024 – Present | Dublin, Ireland | Security

- **Automated week-long risk analysis and triaging tasks into a few interactive steps,** by integrating GenAI into the IBM QRadar Suite which improved decision-making and user outcomes.
- Elevated product consistency, accessibility, and usability across cloud data monitoring screens, by converting Polar Security designs into the IBM Guardium DSPM interface using the Carbon Design System.
- Reduced purchase decision time by 30% for Platform Solution Architects, by designing a unified entry point with AI-driven recommendations and a shareable simulation for IBM Storage.
- Laid the foundation for a modern redesign of a 2009 legacy platform (Guardium Data Protection) with 55+ features, by conducting heuristic evaluations, and collaborating with a team of 7 designers to streamline user flows and redesign each feature strategically.

Tools: Figma, Mural, Storybook, Box, Microsoft Teams, Slack, Jira, Monday

Product Designer | Freelance   July 2022 - Feb 2024 | Ireland

1. The Rise, Tiglin - [View the project](#)
- **Boosted online donations by 30% within one month,** by developing a user-centric responsive website that transformed the café's online presence.
- Optimized user engagement and navigation, by designing intuitive user flows, wireframes, and prototypes that enhanced the website's layout, content structure, and interactive elements.

2. Micron Agritech
- Led the successful B2C product launch by orchestrating end-to-end design, including app interface, packaging labels, user guides, and promotional materials like flyers and banners, ensuring a cohesive and compelling brand experience.

EDUCATION

University College Dublin
Dublin, Ireland | 2022 - 2023
MSc. Human Computer Interaction |
Awarded UCD International Students Scholarship

National Institute of Fashion Technology
Kolkata, India | 2015 - 2019
BDes. Fashion Communication

SKILLS

User-centered design
End-to-end product design
Interaction design
Visual Design
Cross-Team Collaboration
Low-fidelity & Mid-fidelity Wireframing
User Journey Maps
User Flows, Information Architecture
Storytelling
Usability Testing
A/B Testing
Interactive Prototype & Mockup
Design System
UX Writing
Enterprise Design Thinking
User / Customer Research
Qualitative / Quantitative Research
WCAG 2.1+ (Web Content Accessibility Guidelines)
Responsive Design
User-Centered Mindset

- **Improved user engagement and experience** by integrating new Fluke test kit functionality into the existing mobile app and design system.

Tools: Figma, FigJam, WordPress, Adobe Illustrator, Adobe InDesign, Procreate, Zoom, Google Suite, Microsoft Suite

Product Designer | Zelthy   May 2021 – Aug 2022 | India | Healthtech

- **Contributed to the design of 15+ healthcare apps and websites** for leading pharmaceutical companies like Pfizer, BMS, AstraZeneca, Roche, TATA 1MG etc. in an agile environment (B2B, B2C & SaaS).
- **Reduced data entry errors by 40% and enhanced user satisfaction** by streamlining the UI of the 1MG Vendor Portal Web App and AstraZeneca Patient Support Program App.
- **Successfully integrated pre-existing design systems into applications**, ensuring consistent brand identity and fostering user familiarity.
- **Collaborated effectively with international cross-functional teams** to deliver impactful and scalable design solutions.
- **Boosted user satisfaction and operational efficiency** through comprehensive user research and creation of user journeys, personas, user stories, wireframes, prototypes, heuristic evaluations, and A/B testing.

Tools: Figma, Sketch, Invision, Miro, FigJam, Microsoft Suite, Slack, Jira

UX Consultant | Govite   Mar - May 2022 | Remote (Canada) | E-commerce

- **Orchestrated the end-to-end design process** for the successful launch of the online grocery delivery app; contributed to the creation of a seamless user interface, resulting in a significant increase in app downloads.
- **Strengthened brand identity and elevated user experience** by implementing a comprehensive visual language—comprising user interfaces, typography, infographics, and custom illustrations which aligned with the company's values.

Tools: Figma, Builder.ai, Miro, Procreate, Google Suite, Microsoft Suite

UI/UX Designer | Notocia Technologies   Oct 2019 - Apr 2021 | India

Delivered user-centric design for 15+ apps and websites, leading end-to-end UX/UI processes across the Product Development Lifecycle from user research to interactive hi-fi prototypes, and usability testing resulting in refined and engaging user experiences.

1. Codot - [View the project](#)

- **Secured $6M in pre-seed funding** by leading the ux design for an interactive app experience.
- **Simplified and conceptualized the user interface** to support an immersive storytelling journey, driving intuitive engagement throughout the product.

2. Caregiver Saathi - [View the project](#)

- **Redesigned Caregiver Saathi's website** using the Double Diamond model, starting with heuristic evaluation and user research to uncover key usability issues.

TOOLS
Figma, Adobe Illustrator, Procreate, Storybook, Miro, FigJam, Mural, Jira, Slack, MS Office

ACADEMIC PROJECTS
Research Paper | MSc Thesis
Topic: Understanding the factors that influence the adoption of AI chatbots in the healthcare industry.
Methodology: User Survey, Thematic Analysis
Sector: Healthcare
Technology: Machine Learning, Artificial Intelligence, Chatbot, NLP, Virtual Assistant, Conversational AI, Human-Machine Interaction

VOLUNTEERING
DesignBrew | Creative Head
Organising events and workshops for designers to Connect, Learn & Craft the future of design.

Topmate.io | Design Mentor
Providing guidance and mentorship to aspiring designers through one-on-one sessions.

CERTIFICATIONS
- [Advancing Accessibility](#) by IBM
- Enterprise Design Thinking ([Practitioner](#) and [Co-creator](#)) by IBM
- Enterprise Design Thinking - [Team Essentials for AI](#) by IBM
- [Trustworthy AI and AI Ethics](#) by IBM
- [Interaction Design](#) on LinkedIn
- [Google UX Design](#) (7 courses) on Coursera
- [UI/UX Design Specialization](#) (4 courses) on Coursera – CalArts
- [Service Design](#) on Udemy
- [Data Visualization](#) on Udemy