# Sanjana Shashi

PRODUCT & UI/UX DESIGNER WITH 4+ YEARS OF EXPERIENCE IN USER-CENTRED DESIGN

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Portfolio: www.sanjanashashi.com

Socials: LinkedIn | Behance | Medium

## RELEVANT WORK EXPERIENCE

### Product Designer | Freelance                    July 2022 - Present | Ireland

1. **The Rise, Tiglin -** View the project

- Developed a responsive website for both mobile and desktop.
- Designed user flows, wireframes, and prototypes, optimizing the website's layout, content structure, and interactive elements that elevated the café's online presence, resulting in a 30% boost in online donations the following month.

2. **Micron Agritech**

- Orchestrated end-to-end design for a B2C product launch encompassing multidisciplinary designs like app design, promotional material design & illustration.
- Enhanced overall user experience and engagement by seamlessly integrating the new Fluke test kit functionality into the existing mobile app and design system.

### 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, etc. in an agile environment (B2B, B2C & SaaS).
- Conducted comprehensive user research, leading to the creation of user-flows, personas, wireframes, prototypes, and heuristic evaluations, as well as A/B testing. These efforts resulted in enhanced user satisfaction and operational efficiency.
- Streamlined the UI of 1MG Vendor Portal Web App and AstraZeneca Patient Support Program App, leading to an overall 40% decrease in data entry errors and improved user satisfaction.

### 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.
- Formulated and implemented a design system, including the brand's visual identity, logo, and banners that truly represent the company's values.

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

Led end-to-end UX/UI design for 15+ apps and websites, ensuring a user-centric approach. Created user personas and guided redesigns using lo-fi wireframes to hi-fi prototypes.

1. **CoDot -** Crafted an interactive storytelling app that played a pivotal role in securing $6 million in pre-seed funding within a year. Conceptualized and simplified the user interface during the design process, focusing on creating an immersive and intuitive storytelling experience.
2. **Caregiver Saathi -** Led the redesign of Caregiver Saathi's website using the double diamond design model. Kicked off with a deep dive into the old site through a heuristic evaluation and extensive user research.

## EDUCATION

**University College Dublin**
MSc. Human Computer Interaction

**CalArts - Coursera**
UI/UX Design Specialization Certification

**National Institute of Fashion Technology**
BDes. Fashion Communication

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## SKILLS

User Interviews & Surveys
User Persona, User stories, User Scenarios
Market Research & Competitive Analysis
Feature Ideation/Prioritization
Cross-Team Collaboration
Cognitive Walkthrough
Heuristic Analysis, Data Visualization
Wireframing & Low-Fidelity Sketching
User Flows, Information Architecture
Usability Testing & A/B Testing
Rapid Prototyping, Color Palette
Style Guides & Design Documentation
Infographics, Illustration, Typography
Project Handoff, Creative Writing
Design System, Brand Identity
Design Thinking, Storyboarding
Customer Journey Maps,
Content Strategy, User/Customer Research
WCAG 2.1+ (Web Content Accessibility Guidelines), Service Design
Interactive Prototype & Mockup
Responsive Design (Web & Mobile)

## TOOLS

**Design:** Figma, Sketch, Adobe CC, Invision, WordPress, Wix, Webflow, Procreate, Storybook
**Collaborate:** Miro, FigJam, Jira
**Accessibility:** WebAIM, accessiBe
**Test:** Lookback, Hotjar
**Research:** Google Suite, MS Office, Atlas.ti
**Style guide:** Zeplin
**AI:** ChatGPT, Midjourney, Copilot