

Sanjana Pachipulusu

UX Designer

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SUMMARY:

UX Designer with 3 years of experience in user research, wireframing, prototyping, and interaction design using Figma, Adobe XD, and Axure RP. Skilled in developing design systems for consistency, enhancing usability scores by 10% and user engagement by 25% through A/B testing, cognitive walkthroughs, and motion design. Adept at leading end-to-end UX projects, collaborating with cross-functional teams, and mentoring junior designers to deliver high-quality solutions on time and within budget.

SKILLS:

Methodologies: SDLC, Agile, Waterfall

UX Design Tools: Figma, Adobe XD, Axure RP, Sketch, InVision, Zeplin, Framer, Balsamiq, Miro

Designing Tools: Adobe Creative Suite (Photoshop, Illustrator), CoreDRAW, Rhino 3D, Keyshot, SolidWorks, PTC Creo

UX Research & Analysis: Desk Research, Field Research, Ethnography, User Interviews, Card Sorting, Think Aloud, Contextual Inquiry, A/B Testing, Cognitive Walkthrough

Design Skills: Wireframing, Prototyping, Interaction Design (IXD), Visual Design, Brand Design, Motion Design, Responsive Design, Web Design, Design Systems

EDUCATION:

Master of Science in Human-Computer Interaction

May 2024

Indiana University Purdue University, Indianapolis, USA

Bachelor in Product Design

Aug 2022

Nirma University, Ahmedabad, India

EXPERIENCE:

UX Designer | DXC Technology | USA

Sep 2024 - Present

- Collaborated with cross-functional teams in an Agile environment, leading sprint reviews and user feedback sessions, to increase user satisfaction by 15%.
- Created wireframes and prototypes using Figma, Adobe XD, and Sketch, standardizing UI components to reduce iteration time by 20% and eliminate design inconsistencies by 25%.
- Led user research (interviews, card sorting, A/B testing), raising usability scores by 10% and shortening development time by 15% through streamlined developer handoffs.

UX Design Lead |The Donovan's Venom | USA

May 2024- Aug 2024

- Led the design of 12+ donation landing pages, leveraging A/B testing and data-driven insights to optimize user journeys, resulting in a 25% increase in donation conversions.
- Delivered high-fidelity prototypes and design specs in Figma, ensuring scalability, accessibility, and alignment with both user needs and business objectives.
- Partnered with marketing and development teams to integrate user-centered design solutions into the overall strategy, resulting in a 20% increase in engagement and conversion rates.
- Created and maintained a design system that conformed to WCAG accessibility standards, enhancing the user experience and increasing overall engagement.
- Managed and mentored a team of 5 designers and 3 developers, fostering a collaborative and innovative environment.
- Utilized usability tests, focus groups, and surveys to refine the customer experience and guide design decisions.

User Experience Design Intern | Columbia University | USA

June 2023 – Aug 2023

- Conducted comprehensive usability testing and redesign efforts for Columbia University's website subpages, resulting in a 47% increase in time-on-page and a 13% reduction in exit rates.
- Developed wireframes, user journey maps, and prototypes in Figma, iterating on over 33 versions based on feedback and driving a 9% increase in overall website visits.
- Analyzed existing site data to identify areas for improvement, refining designs to meet usability standards and enhance the information hierarchy.
- Collaborated with product and engineering teams to ensure alignment of design solutions with broader organizational goals, translating user insights into high-impact UX improvements.
- Maintained the design system, ensuring adherence to Columbia's brand guidelines and accessibility standards, which resulted in a more consistent user experience across mobile and desktop platforms.

UX Designer| Orion Technolab | India

Jan 2021 – Aug 2022

- Led end-to-end UX initiatives from user research to prototyping and interaction design, utilizing Axure RP and Balsamiq, successfully delivering over 12 SaaS projects on time and within budget.
- Conducted in-depth user research, including ethnographic studies, contextual inquiries, and cognitive walkthroughs, to identify pain points and enhance task completion rates.
- Created cohesive brand-centric designs using Adobe Creative Suite and CoreDRAW, elevating visual identities and boosting brand recognition by 20%.
- Collaborated with cross-functional teams to develop interactive interfaces, motion designs, and micro interactions, resulting in increased user engagement and retention.
- Streamlined UX documentation and mentorship, managing user personas, journey maps, and usability reports, while guiding junior designers to ensure timely project delivery.