Sanjana Pachipulusu

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EXPERIENCE

The Donovan's Venom- UX Design Lead
May 2024- Present

- Leading the creation of user-centric design systems and landing pages for Google Ads campaigns, ensuring cohesive user experiences and driving engagement.
- Managing and mentoring a team of 5 designers and 3 developers, fostering a collaborative and innovative environment.
- Utilizing usability tests, focus groups, and surveys to optimize the customer experience and inform design decisions.

Columbia University- User Experience Design Intern
June 2023-August 2023

- Conducted comprehensive usability testing on Columbia University's website, employing both qualitative and quantitative research methods.
- Analyzed existing data to identify areas for improvement, iterated on designs to meet usability standards, and enhanced the information hierarchy of the website.
- Played a pivotal role in the design systems team, ensuring adherence to Columbia University's brand guidelines and emphasizing attention to detail.
- Developed high-fidelity wireframes, prototypes, and presentations, aligning content with user experience objectives to optimize user interfaces. Resulted in a significant increase in user interactions within one month by enhancing website usability.

EggHead Experts- User Experience Design Intern
January 2022- June 2022

- Guided application design through meticulous user research, competitive analysis, and comprehensive surveys, ensuring a user-centric approach.
- Elevated the visual design of the application, refining layout, typography, color schemes, and iconography for an enhanced user experience.
- Managed the development of the application's design system, collaborating on prototype creation, presenting concepts to stakeholders, and ensuring precise implementation with developers, contributing to a seamless and polished user interface.

PixaCrafts- Product Design Intern
May 2021- August 2021

- Mastered 3D printing techniques through thorough study and practical application.
- Developed, designed, and fabricated a variety of visually pleasing and functional home decor items using 3D tools and methods.
- Acquired expertise in 3D printing by dedicating myself to learning and practicing the craft.

The Turtle Story- Graphic Design Intern
May 2020- July 2020

- Crafted brand identities for Asian Paints and Stratage, highlighting loyalty and trust through logo designs and illustrations.
- Produced consistent collaterals such as business cards and letterheads to uphold brand uniformity.
- Created illustrations featured in Asian Paints' handbook, collaborating closely with clients to ensure designs aligned with their vision and business objectives.

EDUCATION

MS in Human-Computer Interaction
August 2022 - May 2024
Indiana University Purdue University, Indianapolis, USA

Bachelor's in Product Design
August 2018 - August 2022
Nirma University, Ahmedabad, India

SKILLS

Figma, Adobe XD, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Accessibility Design (WCAG Compliance), Keyshot, Solidworks, PTC Creo, Rhino 3D, Balsamic, Desk Research, A/B Testing, Field Research, Ethnography, User Interviews, Card Sorting, Think Aloud, Customer Journey Mapping, Task Flows, Information Architecture, Storyboarding, Wireframing, Prototyping, Color Theory, Layout Design, Brand Design, Motion Design, Responsive Design, Web Design, Design System, Miro, Cognitive Walkthrough, Contextual Inquiry, User Scenarios, UX Flows, Concept Testing.

LANGUAGES

English, Hindi, Gujarati, Telugu