

Sanjana Pachipulusu

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PROFESSIONAL SUMMARY

A highly creative and motivated Junior UX Designer with 4 years of experience specializing in creating user-friendly wireframes and prototypes. Skilled in design thinking, A/B testing, and usability testing to ensure engaging experiences. Eager to join an innovative design team to enhance user experiences and create industry-leading products.

EXPERIENCE

UX Design Lead- *The Donovan's Venom 501 c3* May 2024 - Present

- Led creation of user-centric design systems and designed 12+ landing pages for Google Ads, driving engagement
- Managed and mentored 5 designers and 3 developers, collaborating with marketing and ad experts to optimize content
- Boosted user engagement and donations with effective A/B testing, design strategies, supported by positive feedback

User Experience Designer- *Columbia University Information Technology* June 2023 - August 2023

- Conducted comprehensive usability testing on Columbia University's website, leveraging qualitative and quantitative research; the revamped design resulted in a 47% increase in average time on Page
- Developed high-fidelity wireframes and prototypes, optimizing user interfaces and increasing visits and page-views by 9%
- Analyzed data and iterated designs to enhance information hierarchy, decreasing exit rate by 13% and ensuring adherence to the brand guidelines

User Experience Designer- *EggHead Experts* January 2022 - June 2022

- Led end-to-end application design, conducting user research, competitive analysis, brainstorming sessions, and surveys, ensuring a user-centric approach
- Improved visual design by refining layout, typography, and color schemes, resulting in a 20% increase in user satisfaction
- Managed design system development, collaborating on prototypes, presenting concepts to stakeholders, and ensuring precise implementation with developers

EDUCATION

Indiana University Purdue University, Indianapolis, USA August 2022 - May 2024

Master of Science in Human-Computer Interaction

- Focused on human-centered design practices and interaction design principles
- Capstone project Lasso, a streamlined iOS app uniting major music streaming platforms, awarded 'Best in Class'

Nirma University, Ahmedabad, India August 2018 - June 2022

Bachelor's in Industrial Design

- Gained expertise in color theory, layout design, typography, prototyping, materials selection, IoT, and 3D designing
- Completed a 6-month client project creating an Android car service app for scheduling maintenance

EXTERNAL PROJECTS

IU Access- UX Designer August 2022 - December 2022

- Designed an intuitive accommodation search app for international students by identifying common pain points through qualitative research, resulting in targeted design improvements
- Facilitated cross-functional alignment by presenting research findings that influenced design strategy and prioritization
- Enhanced user experience and safety by addressing usability issues, leading to a 20% increase in user satisfaction

SKILLS

- **Tools:** Figma, Adobe Creative Suite, Adobe After Effects, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Lightroom, Keyshot, Solidworks, PTC Creo, Rhino 3D, Balsamiq, Miro, Excel, Android, iOS
- **Design:** Wireframing, prototyping, storyboarding, color theory, layout design, visual design, typography, UI design, brand design, brand identity design, motion design, responsive design, web design, design systems
- **Research:** Desk research, A/B testing, field research, ethnography, user interviews, card sorting, think aloud, contextual inquiry, journey mapping, task flows, information architecture, cognitive walkthrough, user scenarios, concept testing, WCAG compliance

LANGUAGES

English, Hindi, Gujarati, Telugu