



Sanjana Padmanabhan

UX Designer

2+ Years of Experience

A diligent and user-driven designer focused on bringing value through every aspect of my work while delivering delightful outcomes. Core characteristics that define my work ethic are attention to detail and a structured approach through which I successfully contribute to achieving strategic business goals.

www.sanjanapadmanabhan.com

sanjana.p1599@gmail.com

+91 9726828945

Bangalore, India

WORK EXPERIENCE

NetBramha Studios

UX Designer

September 2022 - Present

- Redesigned the consumer dispute resolution experience for **TransUnion CIBIL, largest credit information bureau in India**
 - Implemented design enhancements that **impacted over 600 million** customers
 - Conducted and delivered a comprehensive heuristic evaluation report
- Conducted UX Research across 3 products for the **Bajaj Finserv, largest NBFC in India**
 - Facilitated 30+ user interviews** and reported **100+** data-driven observations, insights and recommendations
 - Delivered 4 comprehensive research reports that **impacted over 100 million** customers
- Conducted heuristic evaluation, competitive benchmarking and facilitated design revamps as part of proof-of-concept sprints for prominent companies across industries of life insurance, data analytics and banking
 - Delivered presentation decks focused on converting potential clients through compelling design

Redd Experience Design

● Experience Designer, Team Lead

January 2022 - August 2022 (8 months)

- Fast track promotion** to team lead in 6 months (vs average 12 months) for consistently taking initiative in leadership and management
- Led a team of 4** in designing the complete go-to-market product, website and brand identity for Persistence One, a cryptocurrency company with assets valued at **\$5.5 million**
- Worked closely with the CEO in contributing to efficient team allocation, hiring, introduction of useful policies, potential projects, and streamlining design processes for the company

● Experience Designer

July 2021 - December 2021 (6 months)

- Responsible for strategic design of the XFlow V1 app, a **\$10.2 million** (pre-series A) cross-border payments gateway
 - Worked closely with founders to design each user interaction to be simple and seamless
- Designed the app experience of glaucoma testing for **Elisar**, a leading vision technology company in India
 - Simplified information architecture to enable quick and efficient assessment of patient test reports

● Intern

November 2020 - January 2021 (2 months)

- Designed the e-commerce website for **Asian Paints, largest paint company in India**
 - Responsible for ideating and iterating on key features within an accelerated timeframe
- Designed the website for **Dr. Agarwal's Eye Hospital, ranked in top 10 in India**
 - Responsible for presenting designs to key stakeholders and implementing feedback in a timely manner

Beautiful Together | Capstone Project

UX Designer

February 2021 - June 2021 (5 months)

- Designed a product to build self-reliance in autistic individuals and serve as an aide to their caregivers
 - Facilitated 10+ user interviews** of parents of autistic individuals, consolidated research and formulated insights
 - Focused on creating inclusive and accessible design by implementing feedback directly from target users
 - View the detailed documentation booklet [here](#)

Vvegano

Intern

January 2020 - March 2020 (3 months)

- Redesigned their e-commerce product details page which optimised conversation and reduced churn rate
 - Conducted conversion rate analysis, content editing, and redesign of product pages which led to a decrease in barriers to purchase, and an increase in customer engagement and brand trust

EDUCATION

Srishti Institute of Art, Design and Technology, 2017 - 2021

Bachelor of Design (B.Des)

CGPA of 8.6/10

ISC Science 12th: **90%**

ICSE 10th: **90%**

SKILLS & TOOLS

Strategic Design, UX Research, User Journey Mapping, Wireframing & IA, Prototyping, Usability Testing, Heuristic Evaluation, Competitive Benchmarking, A/B Testing, Visual Design

Tools: Figma, Invision, Adobe XD, Illustrator, Photoshop, After Effects, Zeplin

Programming Languages: Python, p5.js

CORE COMPETENCIES

Logical Thinking, Critical Analysis, Leadership, Strategic Thinking, Communication, Problem-Solving, Adaptability, Teamwork

KEY INTERESTS

Badminton

Selected as Team Captain in an intra-academy tournament comprising 100+ players across 12 teams. Immensely passionate about playing everyday.

Dance

Selected to be part of my college dance crew through batch-wide auditions. I enjoy exploring and learning a variety of dance forms, ranging from hip-hop to contemporary.

Creative Coding

Selected to showcase my artwork on the p5.js website. Fascinated by how I can use math and logic to code visual art. View my explorations [here](#).