Sanjana Padmanabhan

User Experience Designer & Researcher

4 Years of Experience

www.sanjanapadmanabhan.com

Sanjana Padmanabhan

sanjana.p1599@gmail.com

+91 9726828945

Bangalore, India

A diligent and user-centric designer focused on creating impactful, data-driven solutions that contribute to product success. Core strengths that define my work ethic are creative problem-solving, attention to detail, and effective cross-functional collaboration.

WORK EXPERIENCE

NetBramha Studios
Sep 2022 - Present

An award-winning design consultancy with top clients such as Google, Microsoft and Intel

- **Associate Senior UX Designer**
  - **Lead Researcher for the B2C Q-commerce platform of India's largest conglomerate** (ongoing client engagement, **1.5+ years**) driving research across customer experience, seller experience, and customer support
    - Spearheaded the chatbot feature revamp currently being implemented for **11 million monthly active users**
    - Led their annual research initiative with 1000+ participants, overseeing agency hiring and project execution
    - **Led 10+ research projects** and **conducted 30+ user interviews** fulfilling requirements on both the customer and seller side

- **UX Designer**
  - Redesigned the **B2C** consumer dispute resolution experience for **India's largest credit information bureau**
    - Designed tactical enhancements that **impacted over 600 million** customers
    - Conducted and delivered a comprehensive heuristic evaluation report
  - Conducted research across 3 products for **India's leading non-banking financial company**
    - **Conducted 30+ user interviews** and reported **100+** data-driven insights and recommendations
    - Delivered in-depth research reports that **impacted over 100 million** customers

Redd Experience Design
July 2021 - Aug 2022

A leading design consultancy ranked in top 100 with clients across cryptocurrency, fintech and e-commerce

- **Experience Designer, Team Lead**
  - **Led a team of 4** in designing the MVP, website, and brand identity for **Persistence One**, a **$3.7M B2C** cryptocurrency company
  - Collaborated with our company's CEO to optimize team allocation, assess potential projects, and streamline design processes

- **Experience Designer**
  - Spearheaded the design strategy for the transactions vertical in the MVP of **XFlow**, a **$10.2M** global **B2B** payments gateway
    - Worked closely with the founders to drive intuitive and user-centric solutions
  - Designed the app experience of glaucoma testing for **Elisar**, a leading vision technology company in India
    - Simplified the information architecture to enable quick and efficient assessment of patient test reports

- **Intern** Nov 2020 - Jan 2021
  - Designed sections of the e-commerce website for **Asian Paints**, a global leader in paints
    - Responsible for ideating and iterating on key features within an accelerated timeline
  - Designed sections of the website for **Dr. Agarwal's Eye Hospital**, ranked among the top 10 in India
    - Responsible for presenting designs to key stakeholders and implementing feedback in a timely manner

Beautiful Together │ Capstone Project
Feb 2021 - June 2021

An NGO focused on enhancing the well-being and inclusion of individuals with special needs

UX Designer

- Designed an end-to-end app to build self-reliance in autistic individuals and serve as an aide to their caregivers
  - **Conducted 10+ user interviews** of parents of autistic individuals
  - Focused on creating inclusive and accessible design by implementing feedback directly from target users

VOLUNTEERING

- **Design Volunteer** at Self Employed Women's Association (SEWA). Designed products for corporate gifting, led product photography to enhance social media presence, and designed posters to promote workshops. (May 2019)
- **Artist Management Committee Member** at the Ahmedabad chapter for Sister Library, an initiative to bring focus to women-authored books and artwork. Organised and managed logistics of the art bazaar to raise funds. (May 2019)

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%**

ACHIEVEMENTS

Promoted to Lead Researcher for the client engagement through NetBramha within a short period for demonstrating the ability to drive research independently

Fast-track promotion to Team Lead within 6 months of joining Redd Experience Design, for consistently taking initiative in leadership and management

SKILLS & TOOLS

User Experience Design, UX Research, D2C Product Design, Interface Design, User Journey Mapping, Wireframing, Information Architecture, Prototyping, Usability Testing, Data Visualization, Heuristic Evaluation, Competitive Benchmarking

Tools: Figma, InVision, Adobe XD, Illustrator, Photoshop, After Effects

Programming Languages: Python, p5.js

EXTRA-CURRICULARS

Badminton

Team Captain in an intra-academy badminton tournament comprising 100+ players across 12 teams

Dance

Selected as part of college dance crew, led auditions for next batches and performed at 10+ college fests and events

Creative Coding

Among the top 50 in the world selected in the yearly showcase of creative coding artwork on the official p5.js website