SNEHA KARANDIKAR

User Experience– Product Designer

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EDUCATION

University of Maryland Baltimore County
Master of Science
Human Centered Computing (HCI)

University of Pune
Bachelor of Fine Arts
Applied Arts

SKILLS

Design Skills:
Design Research, Interviews, Personas,
Contextual Inquiry, Task Analysis,
Concept Generation, Design Thinking,
Rapid Prototyping, Interaction Design,
Usability Testing, Interface Design,
Graphic design, UX Research, Visual Design,
Accessibility Design, Participatory Design,
Qualitative and Quantitative UX research

Programming:
HTML, CSS, JavaScript

Tools:
Figma, Adobe Suite- Adobe XD, InDesign, Photoshop,
Illustrator, After Effects, Sketch App, InVision,
Inkscape, Marvel App, Usabilla, Miro
Google Analytics, Balsamiq, WordPress,
Optimizely, Jira, Confluence, Zeplin

PROJECTS

Undergraduate Project Industrial Design Centre:

IIT Bombay & Dept of Science and Technology
Created content in the form of informational videos
and infographics to educate women rag pickers
working in Maharashtra.

WORK EXPERIENCE

Senior User Experience Designer | May 2022 - Jan 2023
Walgreens

Worked on end to end design experience and worked on the 'Shop
Landing Page' for the app and the web.

Led the UX team to work on the 'Rewards' for the app. Worked
iteratively to get to the best design solutions and enhance the feature.

Senior User Experience Designer | Nov 2021 - May 2022
Williams Sonoma, USA

Worked on the 'Registry' feature for multiple cross-functional brands,
including Williams Sonoma, West Elm, Pottery Barn, and Pottery Barn
Kids

Actively provided strategy, user flows, and visual design for registries for
optimization and innovation. Contributed to creating design system
elements.

Lead User Experience Designer | July 2020 - Aug 2021
The Michaels Companies, Texas, USA

Helped the redesign effort of Michaels.com ecommerce and other
products

Lead the design process of 'Resolution Center'. Helped define the
roadmap with the team.

Worked on the enterprise solution software that supports the e-com-
merce. Helped build an enterprise design system. Created Interaction
Designs for Managed communication between cross functional teams.
Bi-weekly demonstrate the design progress with leadership.

Designed for four different products within the rewamp effort. Actively
involved in the interview and onboarding process for the UX team.
Helped grow the design team from 3 to 30.

User Experience Designer | May 2020 - July 2020
Incluvie, USA

Conducted heuristic analysis of the website. Planned and strategized
the company's vision and design strategies with the startup founder
that helped enhance the product.

Worked on the visual designs for the website.

User Experience Consultant | January 2016 to Dec 2017
Zerton Engineering, Pune, India

Collaborated with the product owner to understand the user.
Conducted quantitative research to understand user requirements.

Created wireframes to brainstorm ideas and concepts, high-fidelity
wireframes and mockups.

User Interface and Experience Designer | May 2012 to Sep 2016
Screen Magic Mobile Media, Pune, India

Worked on a Saas product called OneHop for SMS automation for
business. Created prototypes for user testing. Conducted qualitative
UX Research to rationalize design decisions.

Redesigned the company and product logo. Created print and digital
collaterals for marketing campaigns as a part of marketing team.Cre-
ated social media design campaigns.