Hello!
I'm Sanjana Mahajan.

User Experience Designer · Product Designer

Based in London, United Kingdom
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Work Experience:

Aubergine Solutions Pvt. Ltd. • UX Designer II (Mid-level) • 05/2022 - 09/2022

Designing the experience of Contract Lifecycle Management (CLM) software
Product Design · Agile · Scrum · SaaS · B2B

- Conducted heuristic evaluations and design audits to create a UX Strategy for the redesign, resulting in increased loyalty levels and a 90% software recommendation rate.
- Championed user flows, information architecture, user archetypes and user journeys, leading to a 50% reduction in time spent navigating contracts.
- Delivered intuitive UI that was accessible, consistent and inclusive through wireframes, strategic design systems and prototyping
- Collaborated closely with project managers and developers in an agile way to achieve user and business goals, leading to 100% user value recognition within three months.

Peepal Design X Philips • UX Designer • 05/2021 - 05/2022

Redesigning the UI/UX for an advanced Ultrasound Machine
Embedded Design · B2B · Physical UX · Digital UX

- Led all aspects of UX design and guided the user experience strategy and execution across five features. I pioneered all stakeholder engagement and ensured success by undertaking project management tasks.
- Effectively implemented the Philips DLS design system to maintain consistency throughout the product.
- I collaborated internationally with UI/UX designers, product designers, developers, and industrial designers to deliver an inclusive product accessible to all user segments and demographics.
- Conducted user testing with medical professionals to analyse and mitigate user feedback. This contributed to creating actionable UX tasks that guided the project's future scope.

Triveous • UX Design Intern • 03/2021 - 05/2021

Designing an app that provides farmers in India with access to knowledge
B2C · Android · Moblie Application

- Conducted research on satellite mapping using GPS to identify areas of opportunity. Created UX reports and UX Design for a feature that championed 20x growth in conversion rate within 12 months.
- Designed impactful UI that mitigated issues with navigation and ease of use, leading to a 65% renewal rate in paid subscriptions.
- This feature contributed to raising $6.5 million in Series A funding.

Stacklearn.live   • Freelance UX Designer • 09/2020 - 12/2020

- Collaborated with the CEO to create a UX Strategy
- Designing the MVP website for a mentorship and collaboration platform for computer engineers.
- Created information architectures, user flows, personas and prototypes.

NASSCOM-Facebook Design4India   • UX Design Intern • 03/2019 - 06/2019

Designing the website and the event to elevate the user's experience at the Design Summit 3.0
Web Design • Service Design • Responsive Design • B2C • Start-up

- Collaborated with diverse teams of developers, graphic designers, event planners, marketers, and content creators to design a successful event that brought together 850+ design delegates.
- Collaborated with the Chief of Design to create the website's UI and UX.
- Additionally, I undertook service design tasks such as service blueprinting, journey mapping and service offering to contribute to the event's success.

Education: ## Languages: ## Certifications:

University of the Arts, London   English - Fluent   UX PM - UX Certification
MA Design Management   Hindi - Fluent   Course
2022 - 2023   Marathi - Fluent   2022
                                          German - Beginner
Srishti Institute of Art, Design and Technology
B.Des Service Design
2016 - 2020

Skills:

Core Skills:

User Experience: Journey Mapping, User Research, User Flows, Information Architecture, User Testing, Heuristic Analysis, Research Strategy, Design Strategy, Co-design workshops.

User Interface: Wireframing, Prototyping, Agile Methodologies, Design Systems, Typography, Grid Systems, Layout Design, and Responsive Design.

Soft Skills:

Stakeholder Engagement, Project Management, Design Leadership, Collaboration, Critical Thinking, Communication & Presentation.

Technological Skills:

Figma, Adobe XD, Sketch, Adobe Creative Cloud, Miro, Notion, Azure, Jira, InVision, Excel, PowerPoint, Microsoft 360.