

ISHITA SAWANT

PRODUCT DESIGNER

CONTACT

- +1 6478061066
- ishita.s3117@gmail.com
- ishsawant.com
- ishitasawant

SKILLS

Research

Qualitative & quantitative research
Data analysis, User personas
Journey maps, Usability testing

Design

Sketching / Wireframing
Information Architecture
Responsive web & mobile design
Interaction design
Visual design / Prototyping

Digital Marketing

Paid Acquisition (LinkedIn, Google,
Facebook & Retargetting)
Search Engine Optimization (SEO)
Email Marketing

Programming

HTML & CSS

TOOLS

- Figma
- Invision
- Adobe In-Design / Canva
- Webflow
- Google Analytics
- Hubspot / Salesforce
- SEM Rush
- Excel / Powerpoint

EDUCATION

BCom Management & Economics
– Rotman Commerce
University of Toronto, May 2021

UI/UX Design Certification
University of Toronto 2022

PROFESSIONAL EXPERIENCE

Product Designer & Researcher Freelance | June 2022 - Present

- Delivered web & mobile solutions, conducted UX audits & designed strategies to create a strong online brand presence
- Developed user-centric hi-fi landing page prototypes for startups, to reduce bounce rates & increase traffic

Digital Marketing Specialist Salesfloor Inc. | July 2021 - May 2022

- Spearheaded PPC campaigns, resulting in 105% increase in traffic and 154% improvement in conversation rate year on year
- Generated 100 MQLs/month through digital marketing platforms (PPC) & managed a monthly ad budget of \$20,000
- Analyzed data & insights across all social & web channels, optimized demand generation initiatives to demonstrate ROI
- Collaborated with Customer Success team to evaluate effectiveness of SEO & SEM initiatives
- Designed a dashboard to evaluate effectiveness of social and paid acquisition efforts against the competitive landscape

Digital Marketing Coordinator Salesfloor Inc. | May 2021 - July 2021

- Collaborated on setting up email marketing campaigns & set up workflows and triggers within HubSpot
- Lead cross-platform digital campaigns and created a content calendar to optimize engagement with target audience
- 30% increase in following on social media channels within 6 months and 15% increase in engagements
- Analyzed performance and channel inquiries to identify trends, themes and opportunity for improvement using data

UI/UX PROJECTS

Chess n' Math Organization RWD Project Researcher & UI/UX Designer | May 2022 - June 2022

- Designed Web & Mobile High-Fidelity Prototypes for the Chess'n Math Organization to refresh their online brand image

HealingArc Mobile Application Researcher & UI/UX Designer | April 2022 - May 2022

- Designed an art therapy mobile application that helps manage mental health concerns using creative outlets

CRA Government Website RWD Project UI/UX Designer | May 2022 - May 2022

- Revamped the navigation for the CRA Website to improve the process of filing income taxes for newcomers to Canada