

SANJANA B M

UIUX Designer

Email: ssanjanagowda2004@gmail.com | Phone: +91 -8317442338

Behance: <https://www.behance.net/sanjanabm12>

ABOUT ME

UI/UX Designer with hands-on experience in designing and redesigning mobile and web applications using user-centered design principles. Skilled in user research, usability analysis, wireframing, and UI design to create intuitive, accessible, and low-cognitive-load digital experiences.

EDUCATION

VTU University | 2022-2026

Bachelor of Engineering- Computer Science and Engineering

Adichunchanagiri Institute of Technology-Chikkamagaluru, Karnataka

Expected Graduation: 2026

PROJECT EXPERIENCE

EdTech Course Platform Redesign | UI/UX Case Study

Redesigned an EdTech platform to improve user trust by introducing a 50% free access model, using clear visual hierarchy and access indicators to help learners make informed course purchase decisions.

Train Booking App Redesign | Mobile App UX Case Study

Simplified complex train routes and booking flows by restructuring information architecture into a clear, single-line presentation, reducing cognitive load and improving booking clarity.

Financial Wellness App | Mobile App UX Concept

Designed a savings-first financial wellness app with a smart dashboard, 100-day saving challenge, and payday countdown to encourage healthy financial habits and reduce dependency on loans.

RESEARCH & PUBLICATION

IEEE Conference Paper Presenter

"Epileptic Seizure Detection from EEG Signals Using LSTM-Based Deep Learning" Presented at International Conference on Intelligent Algorithms for Computational Intelligence (IACIS 2025) Organized by Navkis College of Engineering, Hassan (NCEH).

CORE SKILLS

Product & UX Skills

- User Research & Problem Identification
- Feature Requirement Analysis