**SATGURU SARAN SATSANGI PEDDINTI**

Represented by Creative Circle

513.322.1029

*UI/UX Designer & Researcher*

**Summary:** More than two years’ experience as user experience designer, partnering with internal and external stakeholders to design, build, improve and expand the user experience. A proven history of creating cutting edge interface designs and information architectures for websites and mobile applications through a user-centered design process by constructing screen flows, prototypes, and wireframes.

**Education:**

**M.S. Human Computer Interaction**

Indiana University Purdue University Indianapolis

Indianapolis, IN, USA

Expected Graduation: December 2018

GPA: 3.6/4.0

**B. Tech Information Technology**

Gayatri Vidya Parishad College of Engineering

Visakhapatnam, India

Aug 2011 - May 2016

**Skills:**

***Design Skills:*** Usability Research, Interviews, Prototyping, Persona Creation, Survey, Sketches, Wireframes, Prototypes, Information Architecture, A/B, Card Sort, User Testing, Affinity Diagramming, Requirements Definition

***Tools:*** Adobe Creative Suite, Sketch, Balsamiq, InVision, Figma, GitHub, Mac OC X

***Programming:*** HTML, CSS, JavaScript, MySQL

**Experience:**

Title: **UI/UX Designer**

Company: **New Wisdom, LLC**

Location: Indianapolis, IN

Job Description:

*Client:* Torchlite

I worked remotely and collaborated with development and 3D modeling teams. As a UI/UX Designer in this project, I helped the client design a new UI for their E.com website, which sells fit overs. The client wanted a Virtual Try-on in their website for their customers to try the fit overs using their webcam at home. My main responsibility was to test and integrate SDK required for Virtual Try-on in their new website.

My Responsibilities also include:

* Design the UI for the new website
* Test the 3D glass models in the SDK
* Give feedback to the 3D modeling team on the model design
* Testing the Usability of the website and the Virtual Try-on
* Integrate the SDK into the website
* Design a window in the website for users to use the Virtual Try-on

Title: **Graduate Research Assistant (UI/UX Designer & Researcher)**

Company: **Indiana University (Comet Lab)**

Location: Indianapolis, IN

Job Description:

I work as a UX Designer and Researcher at comet lab. Most of my projects in comet lab are in health domain. Some of my recent projects include:

***MIPS (Merit-based Incentive Payment System)*** is a web-based application to determine if clinicians are providing good care for patients in efficient way. This tool significantly reduced the overall administrative burdens for physicians and advisors.

*Responsibilities include:*  
- Conducting research: interviews, surveys, literature review  
- Facilitate ideation, co-design & brainstorming sessions  
- Sketch, storyboard, wireframe and prototype solutions  
- Collaborating with stakeholders, researchers & developers  
- Front-end development using HTML, CSS & JavaScript  
- User testing and evaluation sessions: lab, remote

***IUSOC (IU Student Outreach Clinic)*** is an Indiana University website to manage volunteers who sign up to help out at its events at multiple locations. The IU Student Outreach Clinic is a free clinic run out of the Neighborhood Fellowship Church on Indianapolis’s near east side.

*Responsibilities include:*

- Leading the UX Design and the Development teams

- Conducting usability tests on the website

- Designing the information Architecture for the website  
- Maintaining the website on server

Title: **UI/UX Designer**

Company: **The Workshops**

Location: Egypt, Cairo

Job Description:

I was the Team Lead and UX Designer for implementing a website for the NGO, which is used for training Egyptian women in different fields.

*Responsibilities include:*  
- Requirement gathering  
- Designing wireframes and prototyping

- Information Architecture  
- Collaborating with the developer  
- User testing

**Selected Projects:**

**Healthy Connect: Connecting you to health(**[**link**](http://psssatsangi.com/GE.html)**)**

GE Appliances Design Challenge

Duration: 1 month

Role: Operations Manager

Healthy connect is a product which focuses on health management, diet management, medicine management and doctor’s visits management for the diabetic patient. This includes reminders for their medications and meals, a meal plans specific to their type of diabetes, an up-to-date inventory list of their available food items and guide them through the meal preparation process along with the option to get missing ingredients delivered to the doorstep.

*Responsibilities:*

- Prepare Business model and Value proposition

- Understand Key activities, Key relations, Key participants

- Make the SWOP/Business Assessment

- Aligns infrastructure with strategy

**Amazon Prime Kitchen(**[**link**](http://psssatsangi.com/Amazon.html)**)**

Amazon Design Challenge

Duration: 1 month

Role: Product Manager

We designed a novel automated delivery system to deliver healthy and fresh food in a hassle free and optimized way.

*Responsibilities:*

- Lead the team and manage overall project

- Design the cost structure and revenue stream for business canvas

- Communicate with the client and gather all requirements

**References**

**Robert Skipworth Comer, M.S.**

Research Associate, Media Arts and Science

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