

UX Designer / Photographer



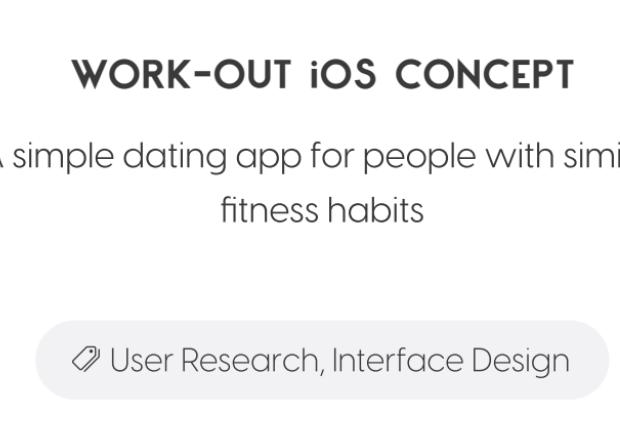
**HELLO,
I'M SARTHAK.**

I'm a User Experience Designer currently based in Boston, Massachusetts. I strive to design intuitive product experiences fueled by high levels of empathy. 🤝

When I'm not spending hours obsessively meddling with drop shadows or understanding user journeys, I spend my time taking photographs, binging on a tv series or reading a book. 📺 📚 📖

Check out my work!

DESIGN



LOCATOR PRODUCT REDESIGN

A robust commercial real-estate information delivery application

⌚ Interface Design, Front-end styling

[READ CASE STUDY](#)

WORK-OUT iOS CONCEPT

A simple dating app for people with similar fitness habits

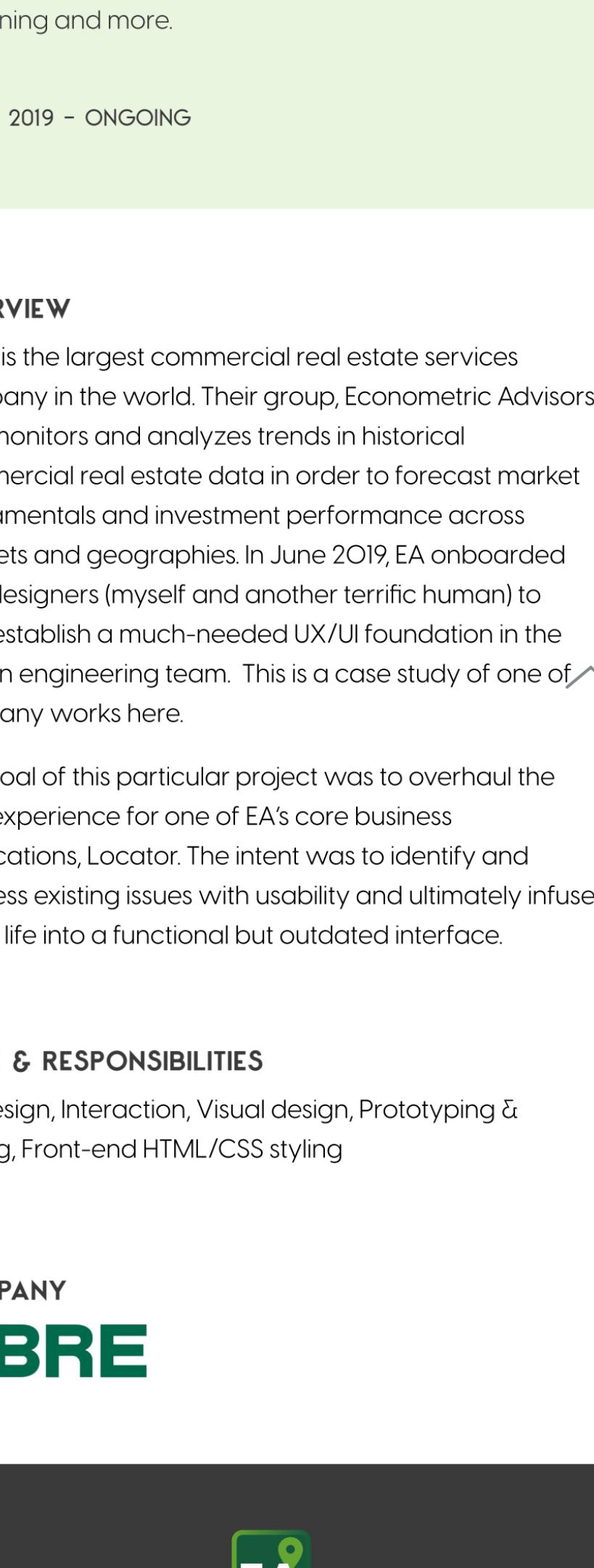
⌚ User Research, Interface Design

[READ CASE STUDY](#)

PHOTOGRAPHY

LET'S CONNECT





LOCATOR PRODUCT REDESIGN

Real estate market analysis, projections, strategic planning and more.

JUNE 2019 - ONGOING

OVERVIEW

CBRE is the largest commercial real estate services company in the world. Their group, Econometric Advisors (EA), monitors and analyzes trends in historical commercial real estate data in order to forecast market fundamentals and investment performance across markets and geographies. In June 2019, EA onboarded two designers (myself and another terrific human) to help establish a much-needed UX/UI foundation in the Boston engineering team. This is a case study of one of my many works here.

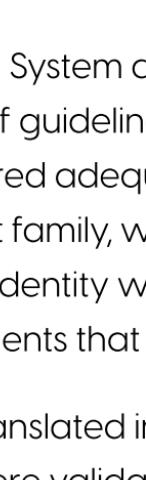
The goal of this particular project was to overhaul the user experience for one of EA's core business applications, Locator. The intent was to identify and address existing issues with usability and ultimately infuse some life into a functional but outdated interface.

ROLE & RESPONSIBILITIES

UX Design, Interaction, Visual design, Prototyping & testing, Front-end HTML/CSS styling

COMPANY

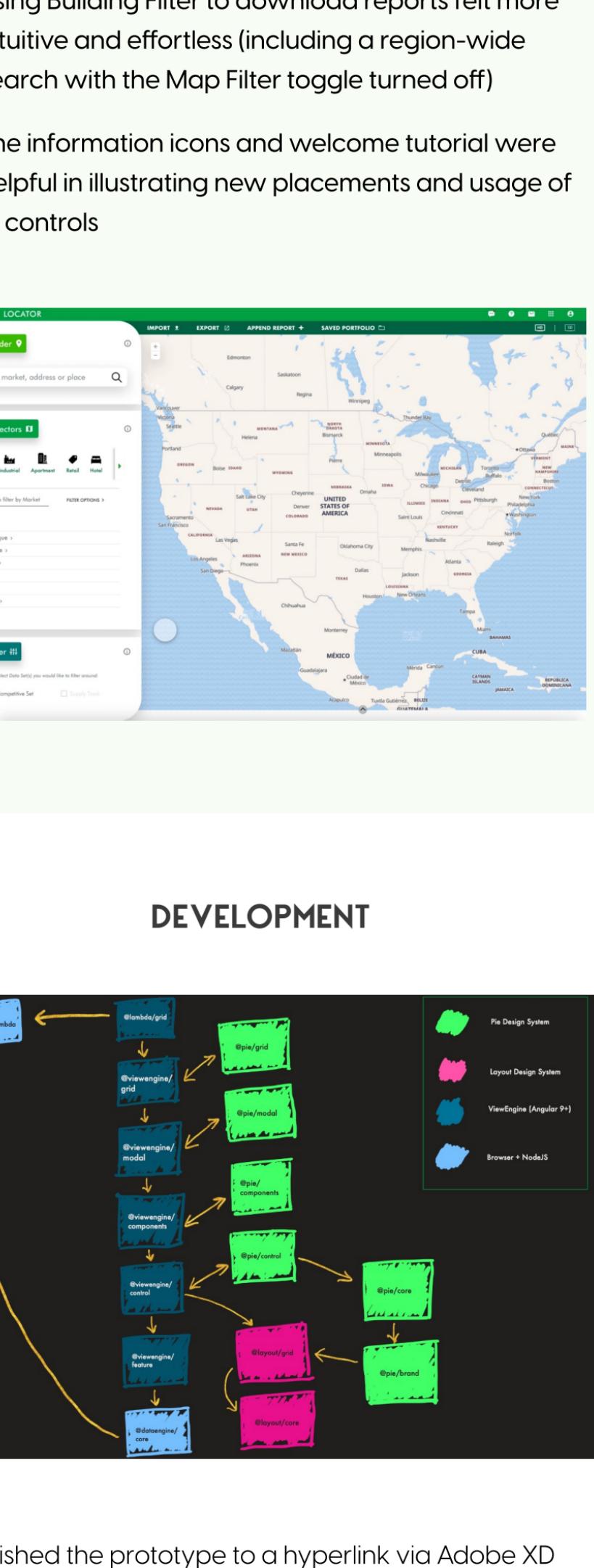
CBRE



Locator's primary purpose is to offer the ability to retrieve crucial real-estate data by means of maps, tables and filtering functionalities including but not

- Dropping a pin on the map to a specific address or location anywhere in the United States
- Importing a portfolio of distinct locations to append key market summary statistics in a grid
- Searching for a specific set of buildings within a data set, market or sector depending on the user specified filter criteria

These features allow the examination of multiple locations in the context of EA's valuable market summary data and two-year and five-year forecasts.



The designer before me had conducted extensive research interviews right before leaving, which notably helped in informing the redesign that followed. It contained vital information pertaining to:

- Identifying core users and creating personas
- Understanding the users' needs and objectives
- Unearthing pain points across user journeys
- Determining how the success of tasks was measured

INSIGHTS

Synthesizing findings from this research helped provide essential information on user behaviors and expectations. The central usability issues and pain points I was able to uncover were:

- Important grid interaction controls were unclear and strangely placed
- Lack of overall cohesiveness and an absence of visual hierarchy
- Infinite horizontal and vertical scrolling in the grid
- Simple actions like filtering or downloading reports felt arduous
- Visual unfriendliness

My job, as half of the newly hired design team, was to understand the product and improve its experience to deliver something that was elegant, functional and user-friendly. Since then, I've learned and grown tremendously and accomplished significant achievements within the organization's design sphere.

The sketches were translated into low-fidelity wireframes which were validated by the product owner and the engineering team for scope and tech limitations. Subsequently, I started converting these into high-fidelity mock-ups that eventually formed a fully working prototype.

Here are a few snippets from the mocks:

THE REDESIGN PROCESS

Based on the problems identified, I started by sketching up some UI elements that would essentially alleviate those pains. In order to resolve all primary and secondary issues, I ideated and came up with the following solutions:

- Adding labels next to icons for the grid controls, to better denote intended functionality
- Grouping similar elements together to establish clear visual hierarchy
- Introducing drop shadows, clean iconography, colors and other enhancements everywhere to make the UI feel more modern-looking and accessible
- Eliminating the inexhaustible scroll in the grid by adding pagination and limitations to the horizontal scroll
- Adding loading animations and information icons to provide real-time feedback

CBRE's existing Design System at the time was incomplete in terms of guidelines and interface components but offered adequate resources such as a color palette and font family, which were helpful in incorporating brand identity while enabling the creation of core elements that drove the new UI.

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VALIDATING THE NEW DESIGNS

It was finally time to get feedback from our end users. To accomplish this, I conducted usability testing with about 15 users (ranging across varying levels of product familiarity), to gauge if I'd solved each of their problems. I prepared a set of questions related to the interface and diverse user journeys and instructed our interviewees on executing critical usability tasks. For instance, one task was to find all Class A Office buildings in the Competitive Set dataset for two specific markets.

During these sessions (which included myself, the other designer and our product owner), we observed our users' behavior and how they interacted with the prototype. We also asked them to provide feedback on the overall aesthetic of the application. These sessions revealed the following:

- Users found it significantly easier to understand and interact with the grid
- The UI was overall unanimously lauded for its aesthetic enhancements and establishment of a clear visual hierarchy
- Using Building Filter to download reports felt more intuitive and effortless (including a region-wide search with the Map Filter toggle turned off)
- The information icons and welcome tutorial were helpful in illustrating new placements and usage of UI controls

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RESULTS & TAKEAWAYS

Working on this redesign has been an exhilarating experience for me, more so since it is my first UX/UI job and I've had so much to learn. From understanding the product and users' core needs to being able to contribute heavily to the development, I've come out of this a more refined designer and team player. Since our first release, we've received monumental feedback from stakeholders and users on the new look and feel. We have also incorporated many new features not discussed in this case study such as being able to view and add/remove buildings from the filter criteria, default market preferences and tethering with other EA applications.

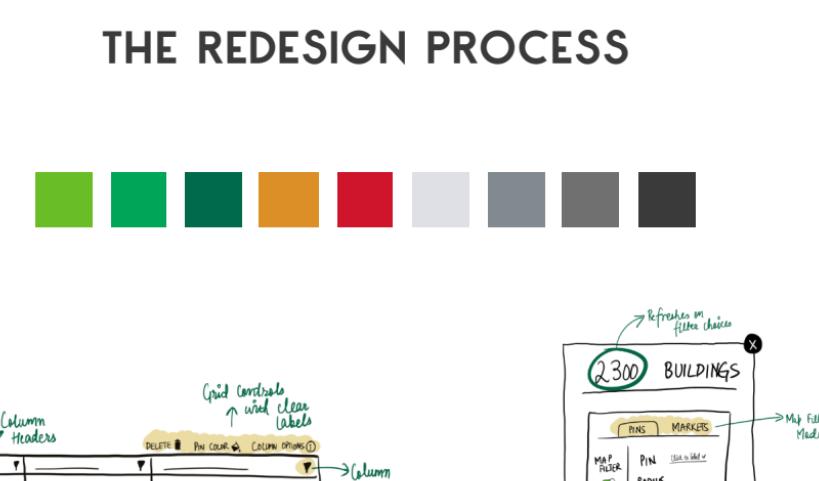
Some valuable takeaways from this process for me were:

- Designers work best in pairs: I truly believe good design is a result of team effort; having another designer helped me in infinite ways - from critiquing cosmetic choices to solving problems, she was the support system I truly could not have accomplished this without.
- Access to the code base is ridiculous: Being able to make changes in the code completely allowed me to elevate the product to its design potential. I believe this is a powerful practice that should be adapted everywhere.
- Design can work in the Agile environment: Although it has its own ups and downs, but if routine communication is established with the engineers and scrum masters, a UX practice can be made to work in an Agile scenario.
- Designing is as much problem solving as it is making things look pretty: It takes a lot more to come up with a great and inclusive design than just changing fonts and adding colors. You have to be a problem solver who can empathize with the user and understand their needs across all user journeys.

"Design used to be the seasoning you'd sprinkle on for taste; now it's the flour you need as the start of the recipe."

— John Maeda

LET'S CONNECT



I published the prototype to a hyperlink via Adobe XD that contained all specifications the developers needed access to. This included fonts, icon SVGs, media assets and interaction animations.

Having a background in Computer Science, I was able to effortlessly contribute to the development of the designs I had contrived. We integrated a powerful practice at EA where designers were given full access to the front-end code base. This empowered and enabled us to make all microscopic changes right in the HTML and CSS whenever necessary, including adding media queries later to ensure the correct scaling of the application across different resolutions.

One of my most significant accomplishments during this role at EA has been the contribution to creating a highly flexible and scalable engineering framework called "Pie", thanks to working in close coordination with the Principal Software Engineer.

Pie is essentially composed of reusable code modules that offer guidelines for design components I produced during the prototyping phase. Not only does this allow reusability across every application in the organization, it permits collaboration across teams, making it a powerful intra-company design framework. Contact me to learn further on how this was conceived.

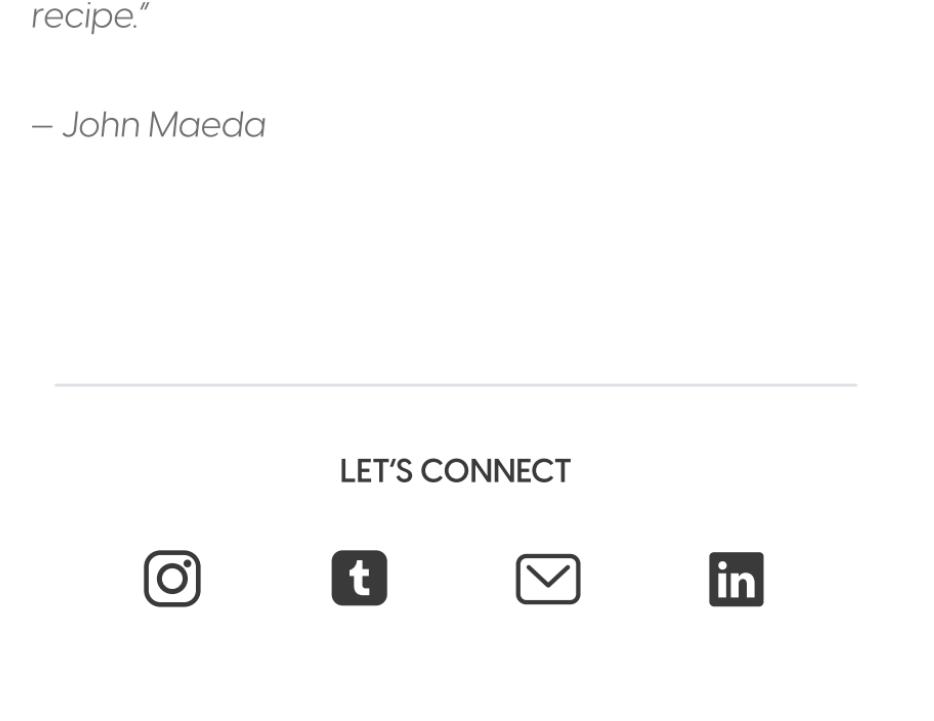
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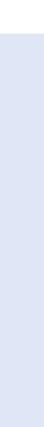
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WORK-OUT

Concept case study for the very first app I ever designed.

MARCH 2019 – MAY 2019

OVERVIEW

Work-Out is a conceptual iOS dating app that is designed to match people with similar fitness goals and interests. A user can enter their specific workout preferences and also their potential partner's; the app then allows them to find those individuals based on these filters.

This is a case study of my very first product design after I decided to switch to the UX field.

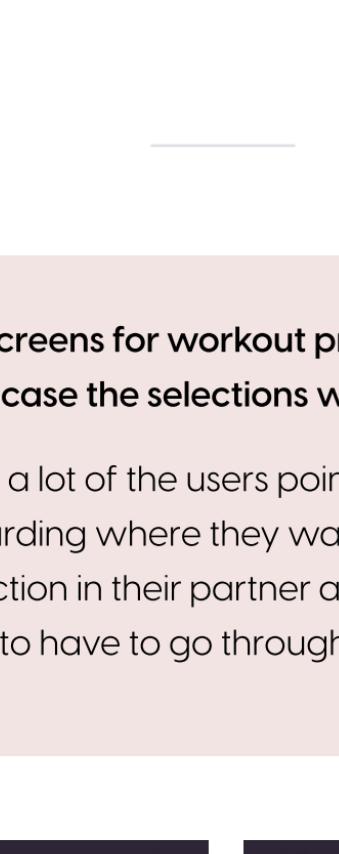
ROLE & RESPONSIBILITIES

UX Research, Interaction and Visual design, Prototyping & testing

THE CONTEXT

The idea of Work-Out came to me one day while I was at the gym and my phone buzzed with a notification. It was from a dating app I was using at the time. Strangely so, I was filled with an overwhelming idea in the moment to create a dating app that could potentially bring together people like myself and other fellow single humans to find those who shared the same lifestyle. I wanted to fabricate something that would cater to a very specific set of people, but in a way that was driven primarily by their fitness interests and choices more than anything else.

RESEARCH & SURVEY



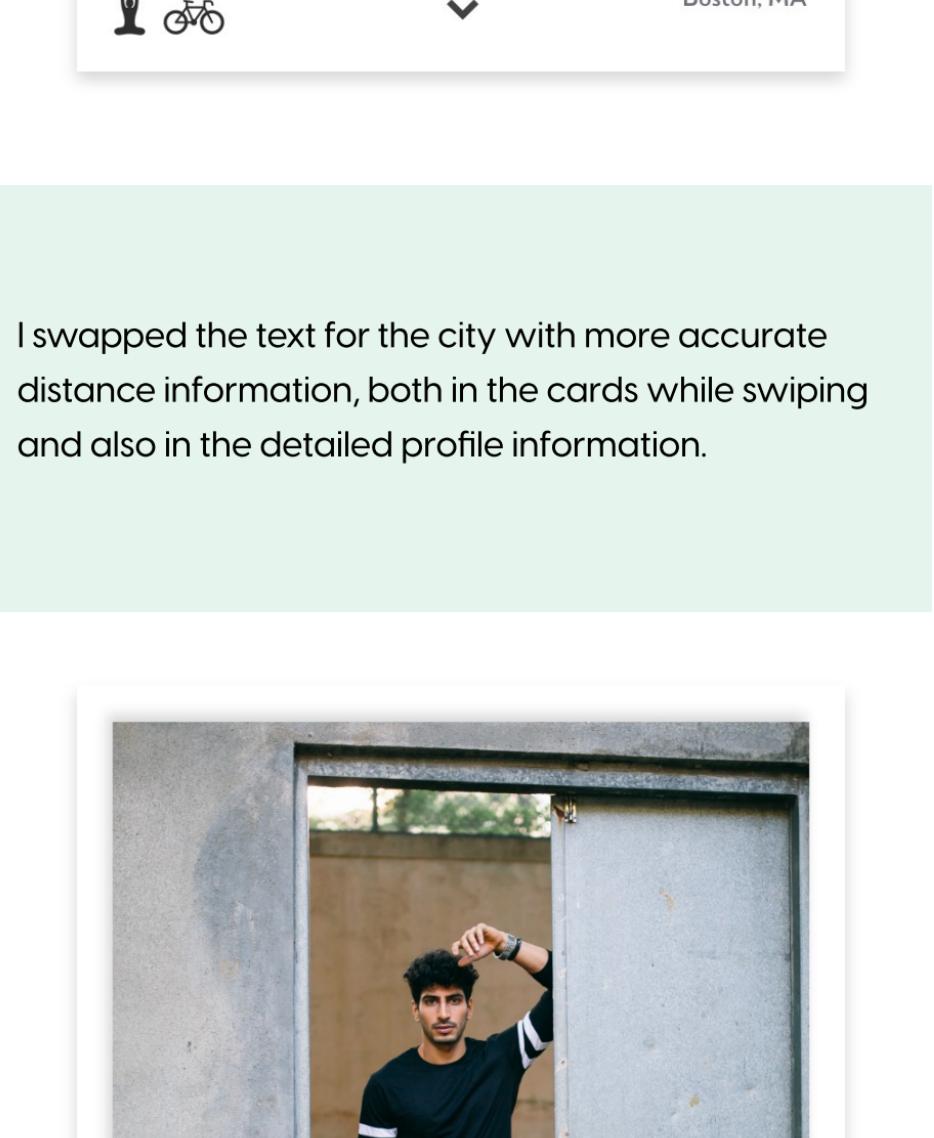
Since this was my first project, I wanted to expand my research interviews beyond friends and family. Thankfully, the general manager at my gym liked my idea and temporarily set up a little survey station at the front desk that had a stack of research questions I'd prepared. Members of the gym who wanted to help out picked up the form when they saw it; they then filled it out at their convenience and submitted it back, allowing me to collect sufficient data to understand some basic user needs.

The survey composed of questions like "What is your take on dating applications that exist today?" to "Rate the importance of filtering by sporting activities from 1 to 5". While synthesizing feedback, I discovered that about 73% of the people from the overall survey were in the 22-39 years age category, followed by 16% between 40-52 and then the other ranges. The intrinsic discoveries from my research were:

- Most people thought existing dating applications were too generic and an app that allowed very specific filtering would be very valuable
- People wanted the ability to not only match with those who have the same fitness lifestyle as them but also the ones outside of their scope. One user wrote "I like swimming but I would like to match with someone who also enjoys yoga so I could learn something new!"
- Not everyone thought they would necessarily use the application to date. Some simply wanted gym partners.
- Age was still an important parameter to most

PERSONA

I uncovered a primary persona from this research: The Working Professional. For them, the most important thing is finding someone who blends in their busy lifestyle and enjoys an active way of life.



GOALS

- Meet someone who fits her specific criteria of fitness preferences
- Wants the application to stand out in look and feel compared to other dating apps

PAIN POINTS

- She has a busy lifestyle and has trouble finding people who fit into that
- She is motivated and has had issues finding people who are as fitness driven as her
- Doesn't have an interest in swiping through endless profiles

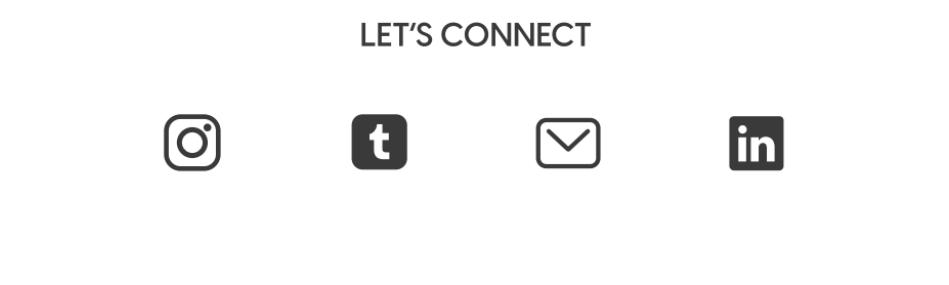
ONBOARDING

HOME/PROFILE/PREFERENCES

MATCHES/CHAT

Once I had the persona and research findings established, I started putting together the screens for the product. My process started with mapping out all the permutations for the user journeys and then creating low-fidelity versions of the application. After that was accomplished, I moved to creating the high-fidelity counterparts and ultimately prototyping.

Here are a few screens from what the app turned out to be:



ONBOARDING

HOME/PROFILE/PREFERENCES

ALL MATCHES

I removed the labels from the UI and the result was more minimal and clean looking controls without compromising on functionality

ALL MATCHES

ONBOARDING

HOME/PROFILE/PREFERENCES

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I resolved this by introducing a toggle on the first screen for the workout selection to reduce the number of taps and onboarding time and also adding an icon if a user was confused

ONBOARDING

HOME/PROFILE/PREFERENCES

ALL MATCHES

The relevance of geography

Users mentioned that as much as the workout preferences were an incredible filter criteria, geographical distance still played a crucial role in their swiping likelihood and the city label wasn't helpful while swiping.

Considering this was my very first UI/UX work, I was proud of what I was able to accomplish. There is definitely a lot of potential for growth in this product and there were other features I could have added such as linking the native Apple Health and Activity apps to display more information such as weekly workouts or sharing diet plans but that is beyond the scope of this case study. Please feel free to reach out and provide feedback on how I can improve upon my practices. I truly enjoy constructive criticism.

"If you think good design is expensive, you should look at the cost of bad design."

– Dr. Ralf Speth

LET'S CONNECT

ONBOARDING

HOME/PROFILE/PREFERENCES

ALL MATCHES

I swapped the text for one city with more accurate distance information, both in the cards while swiping and also in the detailed profile information.

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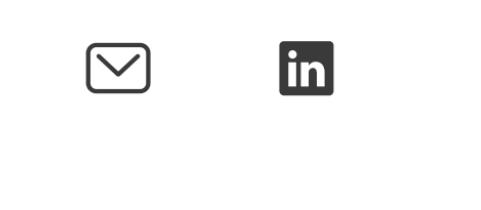
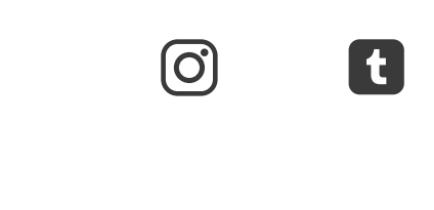
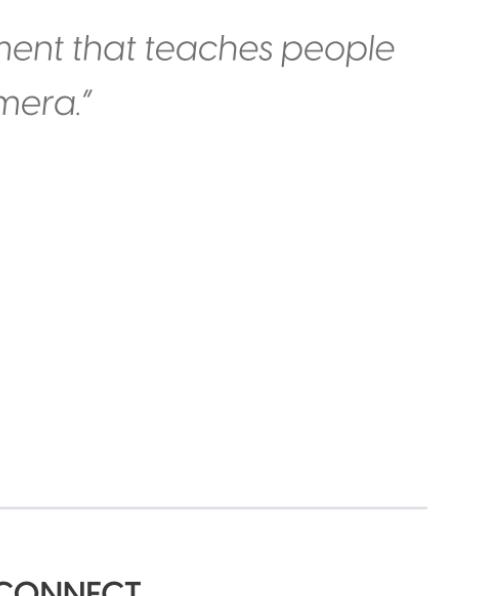
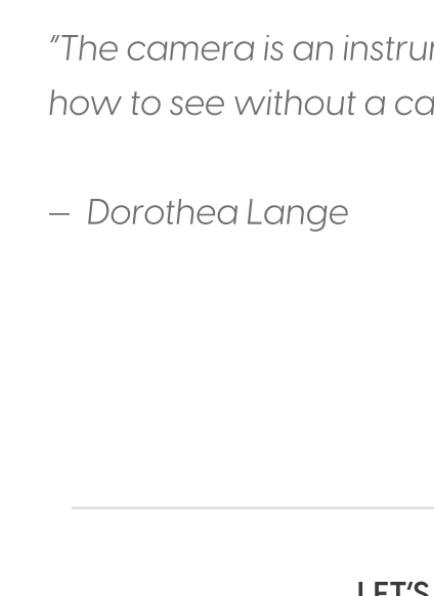
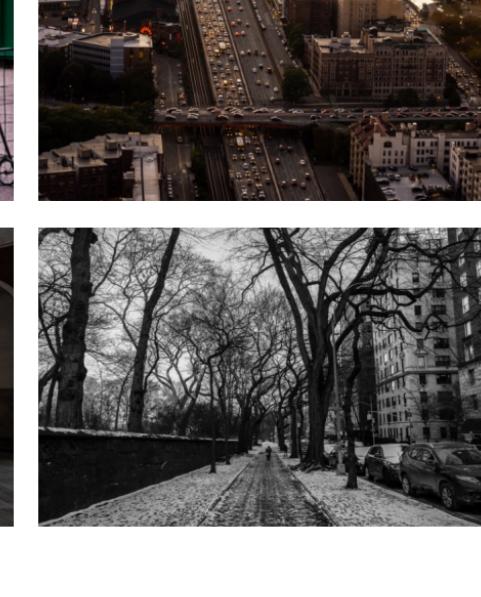
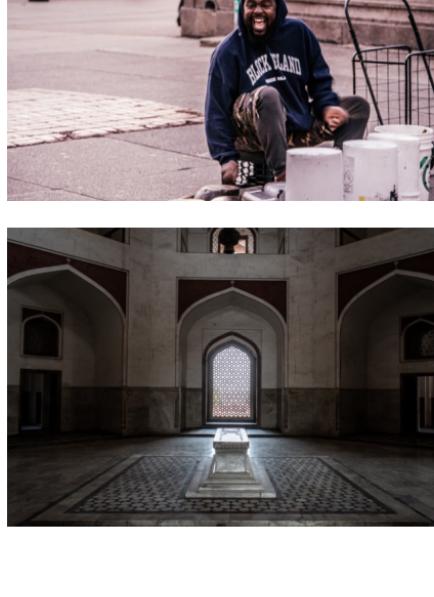
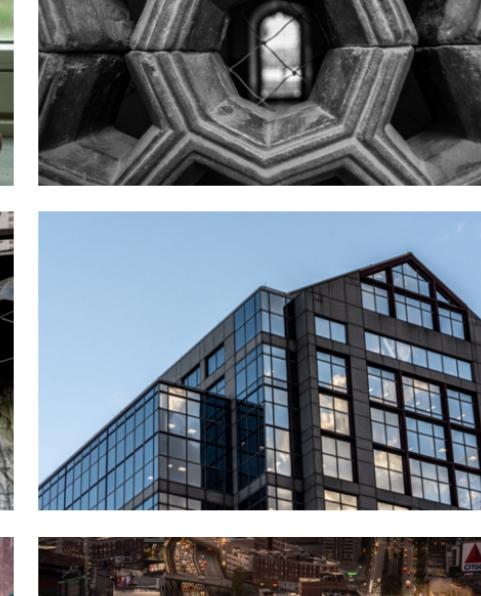
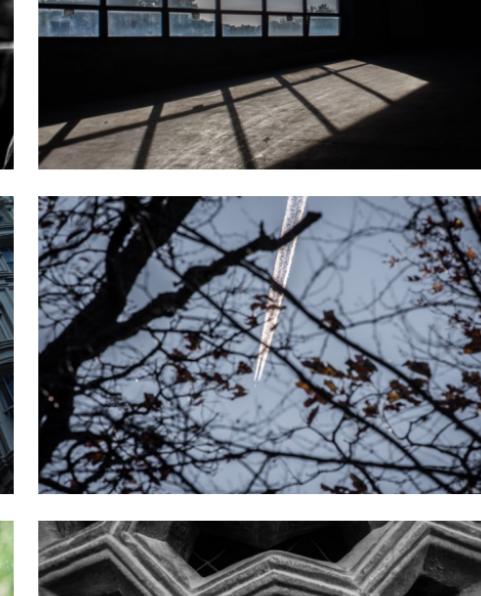
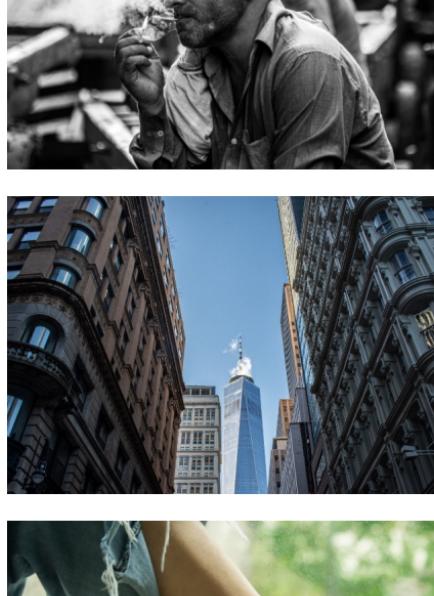
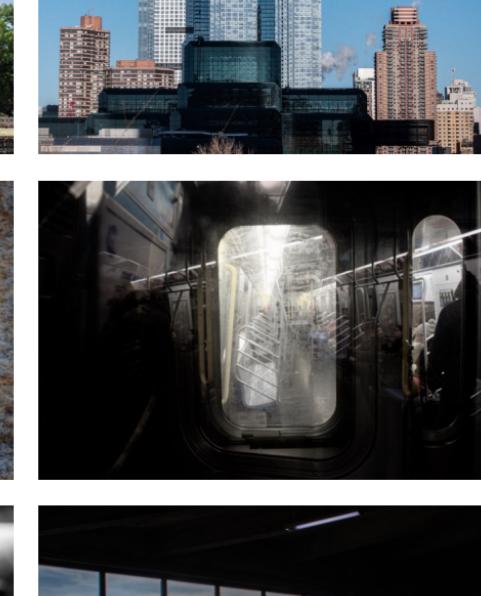
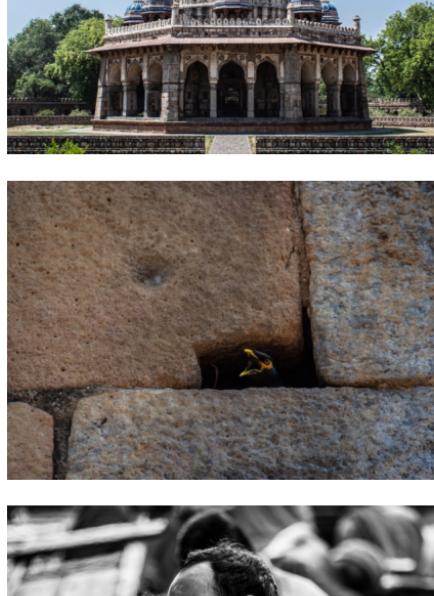
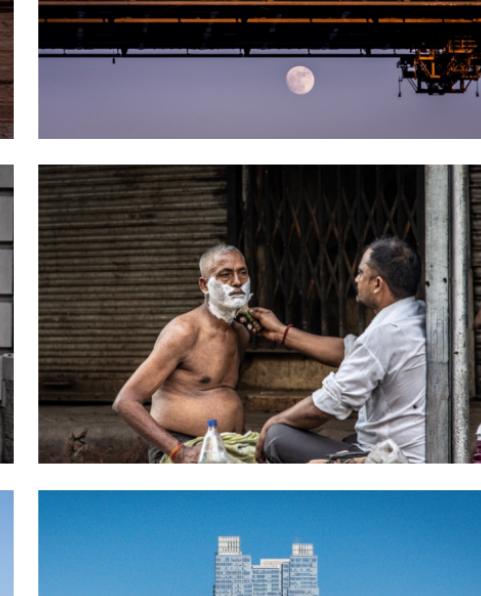
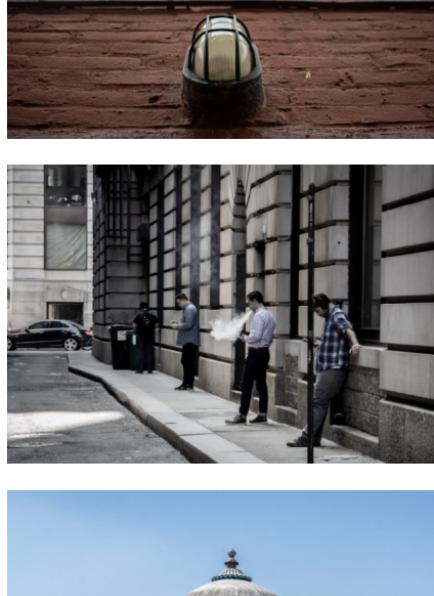
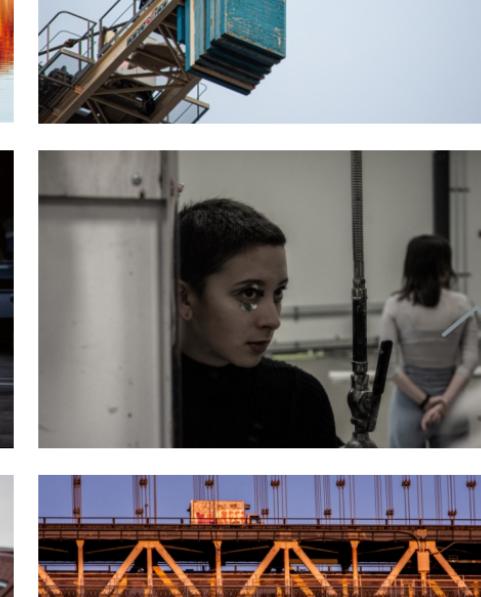
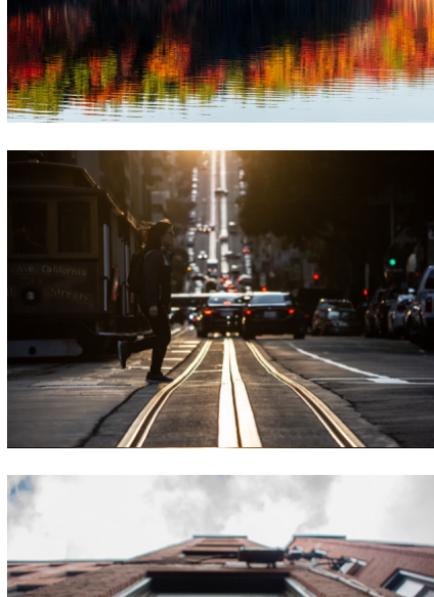
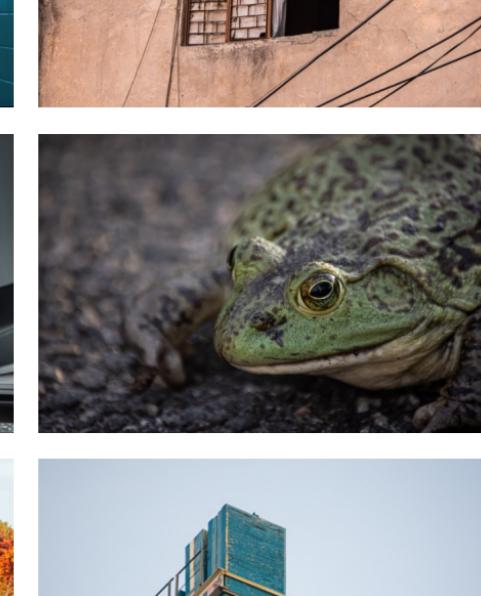
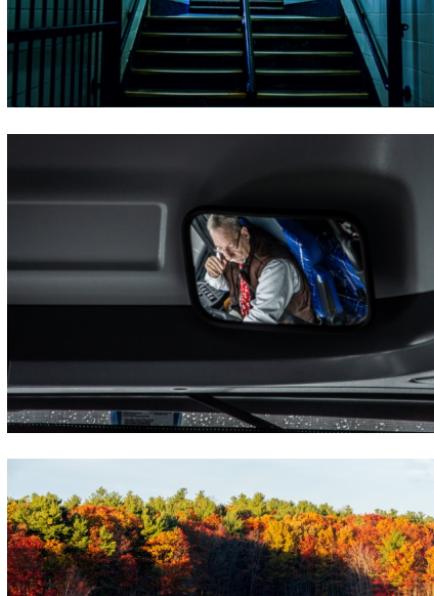
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I resolved this by introducing a toggle on the first screen for the workout selection to reduce the number of taps and onboarding time and also adding an icon if a user was confused

PHOTOGRAPHY

Nikon D7200 | iPhone 11 Pro

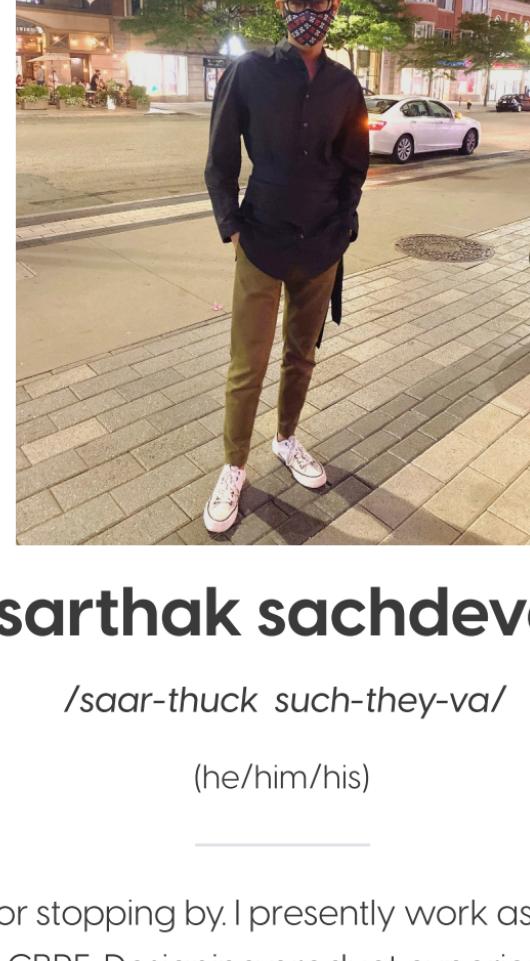


"The camera is an instrument that teaches people how to see without a camera."

– Dorothea Lange

LET'S CONNECT





sarthak sachdeva

/saar-thuck such-they-va/

(he/him/his)

Hi! Thanks for stopping by. I presently work as a UX Design Engineer at CBRE. Designing product experiences truly excites me and I really enjoy being able to understand users' needs and expectations. I like applying design thinking to my problem solving so I can take ideas all the way from initial concepts to wireframes to prototype to production.

Before I ventured into the UX Design field, I graduated from Northeastern University with a Master's in Computer Science. Having that background in development allows me to understand and contribute to the product design-development cycle more comprehensively.

I grew up in New Delhi, India and that enabled me to have a deep appreciation for different cultures and other forms of diversity. I'm very passionate about mental health and social issues and do my best to help whenever I can. My other free time is usually spent watching films/tv, reading books, writing poems and discovering new music.

CURRENT FAVORITES

(As of August '20)

TV SERIES

Mrs. America

The Legend of Korra

Better Call Saul

MUSIC

Gold Dust Woman - Fleetwood Mac

Light - Michael Kiwanuka

Dori Tutt Gaiyaan - Rekha Bhardwaj

MOVIES

Super Deluxe - Tamil

I Lost My Body - French

Roma - Spanish

BOOKS

Near to the Wild Heart - Clarice Lispector

Norwegian Wood - Haruki Murakami

Legend of Suheldev: The King Who Saved India - Amish Tripathi

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