Purva Sane

User Experience Designer

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EXPERIENCE

FedEx Services, Memphis, TN

UX Accessibility Designer   November 2018 – Present

• Partnering with UX designers and product owners to review designs, brainstorm and implement solutions which meet WCAG 2.1 accessibility requirements.
• Conducting accessibility audits for FedEx products and mentoring team members to produce accessible results.
• Developing guidelines and processes for company-wide adoption of accessibility best practices, promoting a culture of inclusivity within the company.

Science Gateways Community Institute, Ann Arbor, MI

UX Designer   July 2018 – November 2018

• A consulting firm working exclusively with university labs and research to create streamlined, user-friendly interfaces and provide technical support
• Conducted user interviews with research scientists and students at the University of California, Berkeley to understand pain points and redesigned the web interface for a sensor management system.

UX Design Intern   May 2017 – January 2018

• Developed from idea through execution a mentorship platform to connect students with research professionals, including wireframes, user interviews, and usability tests, increasing the membership by 100%.

Open Michigan, Ann Arbor, MI

Accessibility Intern   September 2016 – March 2017

• An initiative by the University of Michigan that helps faculty and students find and create openly-licensed educational content.
• Spearheaded the University's efforts to make content accessible to all by auditing learning materials, performing a competitive analysis, and proposing corrective solutions, including captions for all videos, and alt text for images in lesson plans.

Tata Consultancy Services, Mumbai, India

Usability Engineer   September 2014 – July 2016

• Multinational consulting company, where I worked on several projects for the Department of Work & Pensions, within the government of U.K.
• Increased enrollment by 8% for a payment portal by designing user scenarios to identify various touchpoints and isolate customer pain points.
• Assisted client in achieving compliance with international accessibility laws, by performing audits to identify issues and providing remediation.

EDUCATION

University of Michigan   2018

MS in Information | UX Research and Design

University of Mumbai   2014

BEng in Computer Science

SKILLS

Interaction Design

Prototyping

Storyboarding

Wireframing

Persona Creation

Journey Mapping

User Enactments

Affinity Mapping

Contextual Interviews

Usability Testing

User Interviews

Experience Prototyping

Information Architecture

Web Accessibility

TOOLS

Adobe CS

InVision

Axure RP

Figma

Sketch

PROGRAMMING

HTML/CSS

JavaScript

D3.JS