SAHITI SARMA

UX/Product Designer

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PROFESSIONAL SUMMARY

Drexel graduate student specializing in UX design with over 1 year of practical experience in the field. Possesses a robust background in research and psychology, enabling a nuanced approach to user experience challenges. Demonstrated skills in conducting user research, contributing valuable insights to the UX design process. Seeking a career transition to apply UX expertise and research acumen in a dynamic design role.

EDUCATION

**MS in Human Computer Interaction/ User Experience**, Drexel University Philadelphia, PA | GPA: 4.0 | *Expected June 2024*

**BS in Chemistry**, University of Illinois at Urbana-Champaign Urbana, IL | *August 2022*

*Minor in Psychology*

SKILLS

Figma

InVision

Adobe Creative Suite

Miro

HTML, CSS

JIRA

EXPERIENCE

**Avira Digital June 2023 - Present**

*UX Designer*

* Collaborated on AI software prototypes presented at the NYC AI Summit, demonstrating hands-on design expertise using Figma and InVision.
* Spearheaded digital transformation by seamlessly integrating AI into wireframes, fostering a unique synergy between design and cutting-edge technology.
* Utilized Figma and Adobe Illustrator to craft an intuitive, accessibility-focused user interface aligning with our company's mission of integrating AI and scientific expertise in pharmaceutical solutions.

**Saurya Media August 2023 – Present**

*Digital Media Manager*

* Designed the company's brand identity, including the logo, color schemes, typography and website, to create a distinctive and memorable brand
* Collaborated closely with researchers to seamlessly integrate educational information into website content, ensuring a user-friendly and informative online experience.
* Elevated social media presence by designing compelling and shareable content, contributing to 25% increased brand awareness and engagement.

**PNC Lab at UIUC May 2021- August 2021**

*Research Assistant*

* Utilized data analysis techniques to identify patterns in physical activity data and their correlation with cognitive performance.
* Led user research with 40+ participants to understand needs, preferences, and barriers related to sedentary behavior change.
* Collaborated with cross-functional teams of researchers, clinicians, and developers to design and implement an intervention program promoting healthy movement habits.

RELEVANT COURSEWORK

* Prototyping the User Experience
* Intro to Web Design
* Human-Computer Interaction
* Software Development
* Designing with Data
* UX Research Methods