



[sanjanaladdha.com](https://sanjanaladdha.com)



User experience designer

## EXPERIENCE

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### CISCO, Bangalore

INTERNSHIP, FEB 2020 - PRESENT

Working closely with a global team of designers, managers and engineers to create Mobile and Web experiences for Cisco Business. Also contributing as a design consultant for the Customer Experience team.

### Human Library Organization, Denmark

FREELANCE, NOV 2020 - JAN 2021

A journey from pitching an app idea to the founder of the non-profit organization to designing the MVP which was presented to investors worldwide.

### Godrej Properties Limited, Mumbai

INTERNSHIP + CONTRACT, JUN 2020 - JAN 2021

Worked with a cross functional team to **placebrand** the Vikhroli suburb of Mumbai through extensive primary and secondary research, strategy and branding.

### Star Sports, Mumbai

INTERNSHIP + CONTRACT, JUN 2019 - APR 2020

Design, brand and strategize to create new experiences for an international audience of Pro Kabaddi League.

## CONTACT

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[BEHANCE](#)

[LINKEDIN](#)

[INSTAGRAM](#)

## EDUCATION

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### Bachelor of Design

School of Design and Innovation  
2017-2021

### Bachelor of Sociology

University of Mumbai  
2017-2020

## SKILLS

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### Research

User Persona building  
User Journey Mapping  
Designing Surveys  
Conducting FGDs  
Competitive Testing  
Card Sorting  
Task Analysis  
Task Prioritization  
Heuristic Evaluation  
A/B Testing  
Usability Testing

### Design

Story Boarding  
Wireframing  
Style sheets  
Pattern Libraries  
Rapid Prototyping  
Micro-Animation  
UI & Vector graphics  
Photo-editing  
Presentation  
Concept Sketching  
Moodboarding

## TOOLS

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Adobe XD  
Figma  
Sketch  
Principle  
Axure  
Invision

Illustrator  
Photoshop  
InDesign  
Lightroom