

SAKSHI GAUTAM PANDIT

sgp62@case.edu | sakshigautam1500@gmail.com | +1(216)-551-6714

EDUCATION

ISDI School of Design and Innovation, Mumbai, India

Secured a Diploma in Strategic Design and Management with *Distinction*

June 2022

(GPA 3.23/4)

Institute of Distance and Open Learning(IDOL), University of Mumbai, India

Completed a Bachelor of Arts in Sociology with *Distinction*

July 2021

(GPA 3.65/4)

PROFESSIONAL EXPERIENCE

Leadership Et` Humanite`, Long Grove, USA December 2021-April 2022

Intern-Media and Events

LEH aims to build humanity leaders to bring positive impact in the lives of people through modular programmes and initiatives

- Organized information and data collected by the company at the backend in order to ensure efficient navigation through different resources
- Improved the website by simplifying content, analyzing traffic, and building a more interactive and inclusive platform
- Worked on increasing outreach through digital marketing on different platforms by defining target audience and communicating effectively
- Managed the backend of an upcoming project to deliver the senior leadership program smoothly and impactfully

Mumbai Strikers Sports Club, Mumbai, India February 2021-April 2021

Intern-Graphic Design

Mumbai Strikers Sports Club is a community based sports club situated in Mumbai specialized in Football and Rugby games

- Designed graphics using Adobe software that were used for digital promotion of the organization
- Created visual content using Canva, keeping effective communication in mind for Instagram and Facebook

Otito and Company, Mumbai, India October 2020-January 2021

Intern-Content and Research

Otito visions to cultivate a healthier world through organic food and farming and promote brands with same mission and vision

- Helped in evaluating, understanding, and establishing a target audience by creating different customer segments and personas for the company
- Planned a creative strategy on how green consumerism can be introduced to the customer through the company's website

Think Design, Bengaluru, India May 2020-June 2020

Intern-Design Research

Think Design is a design and strategy consultancy firm focusing on helping clients build brands and products

- Worked on self-lead projects that involved, secondary and primary, qualitative and quantitative market research
- Inferred insights from the study in order to summarize the research and created visuals that depicted the conclusion drawn from the information collected during the project

Hansa Cequity, Mumbai, India February 2020-March 2020

Intern-Data Analytics and Visualisation

Hansa Cequity uses data for informed strategy and helps companies build intuitive and real-time customer relationships

- Created projects to understand the spending behavior of women's fashion merchandise to identify the right set of target group for communication
- Involved in analyzing the customer's transactional data and identifying the right set with maximum purchasing frequency for product penetration
- Practiced different aspects of analytics such as exploratory data analysis, data preparation, and visualization in order to apply the methodology to the internship tasks better
- Learned in detail how data analytics tools and techniques are deployed in a wide array of clients

The Birthplace, Hyderabad, India June 2019-July 2019

Intern-Marketing and Operations

The Birthplace is a super-premium boutique maternity hospital that specialises in obstetrics, gynaecology, and paediatric care

- Collected statistical and analytical data on the rate of twin pregnancies in India that contributed towards the administrative aspect of the hospital
- Observed different factors such as infrastructure, frequency of incoming patients, pharmacy, etc. that affect the functionality of the hospital in order to create a strategy revolving around these inferences
- Contributed towards creating marketing content for different digital platforms such as Instagram, Facebook and the hospital's website

ACADEMIC PROJECTS

Biomete, Systems Thinking

- Addressed the problem of ineffective disposal of biomedical waste by studying behavior and information of an ecosystem
- Analyzed the insights gathered from research and initiated solving problems by parsing and connecting the data
- Pitched a concept solution of a self-segregator that would help segregate biomedical waste without tactile contact and that help the user track the waste generated, either from an authoritative or a consumer oriented point of view
- Technologies used: Adobe, Canva, Figma, and Miro

For Twin Health, Digital Marketing

- Resolved problem of customer or consumer outreach of the company Twin Health for a better brand recognition within the industry of healthcare solutions
- Evaluated the consumer behavior and feedback through secondary and primary research tools such as marketing funnel, customer journeys, interviews to identify patterns of purchases
- Utilized the identified patterns of purchase to validate them through analytical tools and methods
- Technologies used: Canva, Google Analytics, Google Slides, Miro, and Semrush

Help Me, Service Design

- Built a platform to bridge the gap between availability, accessibility, and efficiency of the health care system within a state of emergency
- Identified the gaps present through secondary research and validated them through primary research among the target audience and applied possible solutions keeping the target audience, customer offering and insights gathered in mind
- Proposed a digital software as a solution where, data present within the system of healthcare for a particular location and personal data of the user could be used in a way that provides help in an emergency situation at fingertips
- Technologies used: Axure, Canva, Excel, Mind Master, and Procreate

Navigating Art Galleries in Brooklyn, Information Visualization

- Studied a data set that contained information on art galleries present in the entirety of New York and parsed and filtered the multivariate data points in order to represent the data impactfully
- Finalized information points from the data set and created a visual which represented the data of gallery in an effective manner
- Drew inference from the process of data analysis and visualization to emphasize why the created graphic stood valid to the data set
- Technologies used: Canva, Excel, Google Maps, and Procreate

TECHNICAL SKILLS

- Designing: Adobe, Canva, and Miro
- Programming Language: SQL and R
- Data Analytical Tools: Tableau, Power BI, Spreadsheets, and RStudio
- Software: Axure and Figma

COURSES AND CERTIFICATION

- Introduction to Statistics by Stanford University through Coursera, December 2022
- Stanford Introduction to Food and Health by Stanford University through Coursera, December 2022
- Data Science Course through Udemy, July 2022
- Data Analytics with R Programming Course through Coursera, July 2022
- Visual Thinking and Sketch Noting Certification Course through Udemy, September 2020
- Human Centered Design Certification Course through Acumen Academy, November 2020

EXTRA CURRICULAR ACTIVITIES

- Partaken in the Microsoft Design Challenge in the year 2022 and aided in selecting one of the suggested topics and pitch a solution using design thinking and problem-solving tools such as the double diamond, brainstorming, and wireframing
- Attended the Better Worlds Conference 2020 and helped the creative team as a live illustrator which was organized by the ISDI School of Design and Innovation
- Participated in the Design The Globe Challenge in 2019 and assisted in identifying current problems for the nation and pitch a solution for the same
- Selected as a Member of AIESEC, an international youth-run, non-governmental, and Not-For-Profit organization in 2019 and assisted in the proposal and launching of a social project platform for students to showcase their skills and talents
- Joined UNSOED as an Exchange Volunteer student for an ecotourism project in 2019 and promoted the Purwokerto village globally to develop and increase the tourism potential by virtually showcasing live videos, photography, and blogging
- Elected as the Member at the Student Council for the Editorial team at the ISDI School of Design and Innovation in the year 2018 and was responsible for creating, proofreading, and approving the content that was being published