Sanjana Danait

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EDUCATION

Master of Science, Human-Computer Interaction | University of Maryland, College Park   Aug 2022 - May 2024
GPA: 3.945 | Coursework: Fundamentals of HCI, Interaction Design, User Research Methods, Inclusive Design, Information Architecture, Personal Health Informatics, Data Analytics, Introduction to Programming

Bachelor of Architecture | Academy of Architecture, University of Mumbai   Jul 2015 - Oct 2020

WORK EXPERIENCE

Product Designer 2 | Intuit, Mountain View, CA   Jul 2024 - Present
- Leading the design for Data Access and supporting Data Discovery workflows to reduce and streamline data workers' time-to-discovery and access for Intuit's internal data that powers next-gen AI solutions
- Enhanced the data access process by introducing a centralized request-tracking hub and designing a simple access flow for 70,000+ assets in the data lake including tables, Kafka topics and encrypted columns
- Conducting ongoing user research to identify needs, validate designs, and gather feedback for iterative improvements

Product Design Intern | Intuit, Mountain View, CA   Jun - Aug 2023
- Drove user research by conducting 20 user interviews with a variety of stakeholders, including data analysts, data & ML engineers, and business analysts, to understand Intuit's internal challenges in Data Discovery and AI trust
- Designed and proposed a GenAI-powered solution for the "Data Copilot" project, to enhance internal data discovery
- Created user flows and 50+ high-fidelity prototypes, presenting the final solution to 40+ members of the A2D org

Product Experience Designer | Mindstix Software Labs, Pune, India   Jun 2021 - Jun 2022
Awarded Star Performer - Certificate of Excellence in Jan 2022
Dental Practice Management SaaS Platform + Patient Portal | Healthcare Start-up: Archy, USA
- Led the end-to-end design process from concept to launch by understanding business requirements, conducting user research, and creating 100+ low- to high-fidelity screen prototypes, helping the client secure $10M in seed funding
- Conducted competitive research and analyzed existing products to identify market gaps, driving feature ideation
- Designed intuitive workflows to optimize complex domains like claims, billing, scheduling, medical imaging & EHRs
- Gathered continuous and constructive user feedback to evaluate product usability and design decisions
- Collaborated with clients, product managers, QA engineers, and a 12-member development team to drive UX reviews
E-Commerce & CRM | Amway, USA
- Contributed to 20+ component families in the global design system through active participation in design discussions
- Designed six customer registration flows for web and mobile platforms, enhancing consistency and usability

UX Design Intern | Mindstix Software Labs, Pune, India   Mar - May 2021
Travel Retail Platform Revamp | Estée Lauder Companies, USA
- Designed and refined visual assets for 30+ web and mobile screens leveraging user-centered design principles
- Coordinated with a product manager, QA and 5 developers to conduct design reviews & ensure pixel-perfect delivery

PROJECTS

Hometown Heroes Group Project (Research + Design) | UMD | Capstone   Sep 2023 - Present
- Conceptualized and designed a mentorship web app to support career growth for 3,000+ local artists
- Led user research by utilizing mixed-methodologies, engaging with 10+ stakeholders and synthesizing key user flows into a comprehensive user journey map to uncover key design opportunities
- Conducted four rounds of concept and usability testing, achieving an 80%+ user satisfaction rate

Spotify Data Analysis (Analytics) | UMD | Data Analytics | View notebook   Sep - Dec 2023
- Analyzed a dataset of Spotify's top 300 songs, using Python and libraries such as Numpy, Pandas, and Matplotlib to derive data-driven recommendations for artists to elevate the popularity and impact of their music

Understanding Hoarding Disorder (Research) | UMD | Personal Health Informatics | Read paper   Jan - May 2023
- Conducted qualitative data analysis of Reddit discussions to explore the experiences, coping mechanisms and challenges faced by individuals with excessive hoarding behaviors and their cohabitants
- Proposed design implications for digital interventions that can assist individuals in managing their health and living conditions, contributing to emerging HCI research on hoarding behavior

SKILLS

Design: User Experience (UX) Design, User Interface (UI) Design, Product Design, Interaction Design, Visual Design, Storyboards, User Flows, Information Architecture, Wireframing, Design System, Prototyping, Mockups
Research: User Research, Contextual Inquiry, Surveys, Usability & Accessibility Testing, A/B Testing, Heuristic Evaluation
Technical: Figma, Sketch, Principle, Miro, Invision, Zeplin, Balsamiq, Adobe Creative Cloud (Adobe XD, Photoshop, Illustrator, InDesign), Microsoft Office, Web Development (HTML, CSS), Python