

# Sanjana Danait

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[sanjanadanait.github.io/portfolio/](https://sanjanadanait.github.io/portfolio/)

Creative professional with 1.5 years of experience designing innovative, approachable user experiences for products ranging from e-commerce to healthcare. Skilled at utilizing critical thinking to break down complex problems, evaluate solutions and make decisions. Focused on striking a balance between user needs and business goals.

## EDUCATION

**Master of Science, Human-Computer Interaction** | University of Maryland, College Park Aug 2022 - May 2024  
GPA: 4.0 | Coursework: Fundamentals of HCI, Interaction Design, Information Architecture

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

## SKILLS

**Design:** User Experience Design, User Interface Design, Product Design, Visual Design, Design System, Prototyping, Wireframing, Information Architecture, Typography, User Flows, Branding

**Research:** UX Research, Journey Mapping, Personas, Usability & Accessibility Testing, A/B Testing, Heuristic Evaluation

**Technical:** Figma, Sketch, Miro, Invision, Zeplin, Adobe Creative Suite (Adobe XD, Adobe Photoshop, Adobe InDesign), Microsoft Office, AutoCAD, Sketchup, Revit, HTML, CSS, JavaScript

**Professional:** Effective Communication, Problem-Solving, Critical Thinking, Client Management, Time Management

## WORK EXPERIENCE

**Product Experience Designer** | Mindstix Software Labs, Pune, India Jun 2021 - Jun 2022

**Dental Practice Management SaaS platform + Patient Portal** | Archy, California

- Independently led the project by conducting user research, creating the information architecture & design system, and designing high fidelity prototypes of 150+ screens; instrumental in the client raising \$2M in seed funding
- Conducted competitive research & analysed 8 products to identify current market gaps, aiding in feature ideation
- Worked on complex domains like Claims, Billing, Scheduling, Medical Imaging & Electronic Health Records
- Facilitated brainstorming workshops with the clients and a team of 15 designers to design the company logo
- Collaborated with the clients, the product manager, QA engineer, and a team of 12 developers to steer UX reviews

**E-Commerce & CRM UX design** | Amway, North America

- Actively participated in design discussions and contributed to 20+ component families in the Global Design System
- Generated 6 Customer Registration flows for web and mobile platforms to improve consistency and readability

**UX Design Intern** | Mindstix Software Labs, Pune, India

Mar 2021 - May 2021

**Travel Retail Platform Revamp** | Estée Lauder Companies, North America

- Created and modified visual designs for over 30 web and mobile screens including dashboards and forms
- Coordinated with the product manager and a team of 5 developers to conduct design review meetings

**Application for healthcare professionals and medical representatives** | Single Dose/Ciplamed Flix, India

- Conceptualized visual designs for 12 key mobile screens and created hi-fidelity prototypes for client presentation

## PROJECTS

**Accessibility Inspection** | University of Maryland | Course: Fundamentals of HCI Nov 2022 - Dec 2022

- Inspected Council of Architecture, India's website through screen readers and automated tools like WAVE
- Identified WCAG 2.1 violations based on these inspections and suggested top 3 accessibility improvements

**Usability Evaluation** | University of Maryland | Course: Fundamentals of HCI Oct 2022 - Nov 2022

- Evaluated UMD's portal 'Testudo' using Nielsen's Heuristics and by conducting a usability test with 5 participants
- Compared the two evaluation methodologies and their results to determine key areas of improvement for the portal

**System Analysis** | University of Maryland | Course: Information Architecture Oct 2022 - Dec 2022

- Conducted user research and analysed data architecture to identify key problem areas in MDOT MVA's website
- Proposed a new navigation structure, user journey maps and wireframes to address the identified issues

**VRearth – Speculative Design** | University of Maryland | Course: Interaction Design Sep 2022 - Dec 2022

- Designed an app 'VRearth' using speculative design to demonstrate how apps might look in a given futuristic scenario
- Worked in a team of 4 and integrated our app prototypes to create a short film reflecting a persona's phone usage