



Sapna Upadhyia

UX/UI Designer

A UX designer with a business analysis background, focused on creating meaningful experiences through design.

Skills

User Research
Information Architecture
Wireframing and Prototyping
User Interface Design
User Testing

Tools

Adobe XD
Figma
InVision
Sketch
Marvel
Balsamiq
MS Excel
MS PowerPoint
Jira

Programming

HTML
CSS

Languages

English - Fluent
German - Intermediate
Kannada - Native

Hobbies

Painting, Photography

PROFESSIONAL EXPERIENCE

Climatekuul.com

UX/UI Designer Intern (Oct 2021 - Present)

Kuul.finance (Sustainable cryptocurrency):

- Responsible to conduct competitive analysis, SWOT analysis, and market analysis to understand the market
- Communicate with the investors and crypto enthusiasts to understand their needs and pain points
- Create personas, user journey maps, empathy maps in order to analyze the problem statement
- Partially responsible to work on wireframes, mood board, and the design process of the website.

Climatekuul (Saas product):

- Conducted market research to analyze the competition
- Responsible to conduct user interviews
- Responsible for creating personas and user journey maps based on the requirement
- Created Low to high fidelity wireframe to demonstrate the implementation of API on several platforms such as E-commerce, air travel, and logistics.
- Developed a rapid clickable prototype to provide a first-hand experience with the API.

Khareedhi.com

Freelance UX Designer / Project Manager (June 2021 - Sep 2021)

- Designed an iOS version of the website.
- Conducted usability tests to check for the functionality.
- Conducted heuristic evaluation to solve UX problems and improve the traffic.
- Working as a project manager for the app development process.



Cargill Business Services

Associate Business Analyst (June 2017 - April 2019)

- Worked as an application manager for the project.
- Single point of contact for manufacturing and feed formulation applications.
- On-boarded 800+ applications.
- Conducted user research and user interviews.
- Created user personas and user journey maps.
- Supervised logical access review.
- Co-ordinated disaster recovery and proactive maintenance.

Projects - Bootcamp

JuzPay (Online Payment App)

Bootcamp Project - Career Foundry (Mar 2021 - April 2021)

- Conducted market research and user research.
- Created user personas, journey maps and task flows.
- Created rapid prototypes followed by a high fidelity clickable prototype.
- Created a design language document for the project.
- Presented and published on various platforms.

Pingu (Vocabulary learning App)

Bootcamp Project - Career Foundry (Jan 2021 - Feb 2021)

- Conducted market research and user research.
- Created user personas, journey maps and task flows.
- Created rapid prototypes followed by a high fidelity clickable prototype.
- Created a design language document for the project.
- Presented and published on various platforms.

Education

UX Designing (Jan 2021 - June 2021)

Career Foundry, Berlin

Instrumentation Technology (Aug 2013 - May 2017)

B.V. Bhoomaraddi College of Engineering and Technology, Hubballi, India