



# 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

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 analyse 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 analyse 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 - June 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