

Parumita Sachdeva

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EXPERIENCE

UX/UI Intern- Viraltag Inc.

Sep 2018-Present

- Working closely with the founders to identify UX flow problems and providing solutions for the same.
- Improving user flows to increase user engagement with different features of the product.
- Creating illustrations for empty states in the website.
- Creating wireframes, mockups and prototypes for web app screens.
- Redesigning UI of various components of the product.

UX/UI Intern- Actiwate

Jul 2018-Aug 2018

- Conducted user research by interviewing users to identify important features for the app.
- Made user flows and wireframes.
- Designed mock ups and prototypes using Sketch and InVision.

Data Analyst- Sentieo India

Mar 2018-Oct 2018

- Trained new employees in the team and performing Quality Checks.
- Documented processes and workflows.
- Gave design and UX inputs for the Sentieo platform.
- User Testing.

Data Associate- Sentieo India

Feb 2017-Feb 2018

- Mined financial data for various publicly listed companies and scraping it on the Sentieo platform by using python codes and regex.
- Secondary research through databases, as well as SEC and SEDAR filings and other databases including Stock exchanges and company registers.

Digital Marketing Intern- Zaprest Technologies

Feb 2016-Mar 2016

- Social media marketing by designing creatives and posting content on their Facebook page.

COURSES

Introduction to User Experience- Edx
UX and Webdesign- Udemy
Data Analytics in R- Analytix Labs

EDUCATION

M.A. Economics (72%)

Indira Gandhi Open National University

Jul 2017- Jun 2019

B.A.(H) Economics (74.3%)

Indraprastha College for Women, Delhi University

Jul 2013- Jun 2016

AISSCE Science (94.6%)

Amity International School

Jul 2012- Jun 2013

AISSE (CGPA 10)

Amity International School

Jul 2010- Jun 2011

PROJECTS

Social Inbox for Viraltag

Designed a platform for the new feature of the product where users could manage multiple social media messages and comments all at one dashboard.

Budget Management App

Conducted research, analysis and designed mockups for budget management with the objective of providing a simple method to manage day to day expenses.

Linear Regression

Conducted Analysis of credit card segmentation data using R to predict customer spending.

DESIGN METHODS, TOOLS & WEB TECHNOLOGIES

User Research	Sketch	HTML
Survey	Figma	CSS
User Interviews	InVision	R
User flows	R Studio	
Wireframing	Excel	
Prototyping		