Tanya Sangoi

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EXPERIENCE

Experience Designer & Developer, Magic Leap
Jan 2019 – Present

- Leading the design of an educative & interactive **mixed reality experience** for over 70k visitors at the Pacific Science Centre using Magic Leap
- Conceptualizing a **seamless 3D experience** using storyboarding and agile software development
- Conducting **iterative usability testing** for each feature to optimize the experience for diverse user groups

User Experience Intern, Samsung
Nov 2018 – Feb 2019

- Gained actionable design insights from user research data using methods like **affinity mapping**
- Supported the Samsung e-commerce team to design **customer facing experiences** for the Samsung e-commerce website & Samsung Support
- Assisted in the development of a **content strategy** & produced informative and engaging content in brand voice

UX Design Intern, Wally
Jun 2018 – Aug 2018

- Designed solutions for big data problems in the IoT space using a **lean UX approach**
- Responsible for the redesign of a **complex IoT dashboard** and a **product installation app**
- Collaborated with engineers to deliver **pixel-perfect redlines** for implementation
- Helped **devise user research strategies** & analyzed the feedback generated from them

Research Assistant, COSSAR Labs at UW
Mar 2018 – Dec 2018

- Designed an information sharing system to relay critical information between various stakeholders like the Police, Department of Transportation etc. in times of traffic incidents
- Conducted **interviews** & **contextual inquiries** to understand the problems of the users
- Organized and facilitated **participatory design** workshops to ensure that user needs were met

EDUCATION

Masters in Information Management
Sep 2017 – June 2019
University of Washington | GPA: 3.75/4

Bachelors in Computer Engineering
Jul 2013 – May 2017
University of Mumbai | GPA: 3.7/4

SKILLS

Design	Research
Sketching	Usertesting.com
Wireframing	Ethnographic Research
Storyboarding	Journey Mapping
Rapid Prototyping	Usability Testing
Interaction Design	Affinity Mapping
Sitemap	Card Sorting
Taxonomy	Interviews
Data Visualization	Surveys

Tools	Languages
Sketch	HTML
Adobe XD	CSS
Figma	Javascript (D3.js)
Axure	Python
Invision	R
Balsamiq	C#
Photoshop	C, C++
Unity	SQL
Tableau	
iMovie	

EXTRACURRICULARS

- Designed an educational game about melting polar ice as a part of **NASA's International Space Apps Hackathon**
- Selected for the UW Libraries **Digital Storytelling Fellowship**
- Presented a well-researched solution for Seattle's congestion in the **Imagine Mobility Ideathon**