Sanskriti Bhatnagar

bhatnagarsans@gmail.com | Bloomington, IN | +1 (206) 593-9745

bsanskriti.com | linkedin.com/in/sanskriti-bhatnagar | medium.com/sanskritib

I have 5 years of diverse experience in UX Research, UX Design, Visual Design and Fashion. I am looking for an internship in UX Research, UX Design or UI Design for Summer 2024.

Education

Master of Science in Human-Computer Interaction/Design　　　　Aug 2023 – May 2025 (Expected)

Indiana University, Bloomington

Bachelor of Arts in Fashion Design　　　　Aug 2014 – May 2018

Pearl Academy, New Delhi

Relevant Experience

UX Researcher　　　　Sep 2022 – July 2023

Transformative Learning Solutions

- *Improving Website UX:* Led a team of 7 and improved website CVR by 20%, by conducting **UX Audit**, analysis of user interviews, competitive analysis, and **A/B** testing sales pages.
- *Improving Employee UX:* Tested & analyzed 10+ web-apps, leading to improvement in employee experience.
- *Collaborating with Developers:* Part of shopping app development & testing phase.
- *Creating a Recommendation Quiz:* Developed a detailed skin care quiz to provide personalized customer experience, by analyzing 100+ interviews to create user personas, leading to improved engagement.

UX/UI Designer　　　　July 2022 – Aug 2022

Data League

- *Web Design + Development:* With branding, illustration and development with **HTML, CSS and JS.**

Visual Designer　　　　Nov 2020 – June 2022

Transformative Learning Solutions

- *Targeted Ad Design:* High-performing social media ads for Facebook, with up to 4% CVR.
- *Web Design:* Designed long format sales pages and iterated overall website design.

Skills

Research: User Interviews; Contextual Inquiry; Data Analysis; A/B Testing; Usability testing; User flows; Information Architecture; UX Audit; User Personas

Design: Interaction design; Visual communication; Prototyping

Learning Front-End: JS; NodeJS

Teams: Cross-functional Collaboration; Project Management; Customer Experience

Tools: Adobe CC: XD; Photoshop; Illustrator; AfterEffects; InDesign; Figma; Sketch; Web apps: Framer / Webflow / Pagefly / Replo; Blender 3D; Balsamiq / Miro

Certificates

Google UX Design Certificate: Foundations of UX Design.

Google UX Design Certificate: Empathize, Define, Ideate.

LinkedIn Learning Certificate: Designing Emotion: How to use Design to Move People.