

Saish Lad

Product Designer

Bloomington, IN – 47408

lads@iu.edu

saishlad.framer.website

+1 (812) 369-8961

EDUCATION

Master of Science in Human-Computer Interaction

August 2023 – May 2025

Indiana University, Bloomington

Coursework - Introduction to HCI/d, Foundations of HCI, Interaction Design Methods, Meaning and Form in HCI, Experience Design, HCI/d Studio Practice.

Bachelor of Engineering – Electronics

July 2018 – June 2022

Mumbai University, Terna Engineering College, Nerul

WORK EXPERIENCE

Graduate Student Instructor ~ Indiana University, Bloomington

January 2024 – Present

- Instructed **60+ undergraduate students in INFO - I303 Organizational Informatics**, emphasizing precise evaluation of business processes aligned with diverse organizational types and functional areas.
- Facilitated course-related weekly discussions for **30+ students**, concurrently delivering instruction on Git/GitHub to enhance their collaborative capabilities and version control proficiency.

Product Designer ~ Adarja Digital Private LTD (Digital Marketing startup), Mumbai

August 2022 – May 2023

- Revamped the Information flow for the company's secondary B2C venture website, leading to a **16.3% increase in sales**.
- Led a **cross-functional team of 6** in designing and launching an e-commerce platform for a client. Simultaneously collaborated with the marketing team on digital branding initiatives, resulting in **7200+ site visitors** within the initial month.
- Directed and managed a user feedback loop by conducting **23+ interviews** and incorporated user insights to drive the comprehensive redesign of a cloud computing dashboard.
- Streamlined the e-commerce checkout process for client's website, delivering a **28.6% reduction in cart abandonment and a 13.7% boost in successful transactions**.

Product Design Intern ~ Adarja Digital Private LTD (Digital Marketing startup), Mumbai

June 2022 – July 2022

- Leveraged competitor analysis and qualitative research insights to identify **5+ critical areas**, thereby enhancing Adarja Digital's service design model and driving a **20%+ growth** in client acquisitions.
- Conceptualized **3 features** for the B2B *AD Financial Analysis platform*, including the creation of **20+ high-fidelity screens**, and worked closely with engineering teams to ensure successful implementation.

Design Engineer Intern ~ Papillon Swimming Pools, Mumbai

March 2022 – May 2022

- Executed engineering analysis to ensure design compliance with industry standards and used AutoCAD to plan and create pool structure layouts.

Electrical Engineering Intern ~ MTNL, Mumbai

July 2019 – June 2020

- Applied server-side scripting languages as Python or Node.js to enhance the backend functionality of web applications integrated with electrical systems.

PROJECT

Digital Promotion Strategy ~ (Freelance client - Marvellous decorations)

February 2021 – January 2022

- Developed and implemented a cohesive brand identity including logo design, color palette and typography, resulting in a significant increase in brand recognition and **800+ new followers** on social media.
- Produced an engaging brand video showcasing core values, unique selling propositions, and narrative, obtaining **1700+ views** and widespread sharing across social media platforms.
- Utilized graphic design software such as Adobe Photoshop, Illustrator, and Canva to create **30+ high-quality visuals** that effectively communicated promotional messages.
- Designed a responsive e-commerce website, incorporating product listings, individual product pages, shopping cart functionality, transaction workflows, and promotional features, leading to **over 40% increase** in customer orders.

SKILLS

Design - Interaction Design, User Flows, Graphic Design, Storyboarding, User Experience, UI Design (Low-High fidelity mockups), Wireframing, Co-design, Data Visualization, Prototyping (Physical & Digital), Service Design

Research & Evaluation - Qualitative & Quantitative Analysis (User Interviews, Focus groups, Observational study, Surveys), Affinity Mapping, Contextual Inquiry, Competitor Analysis, Heuristic Evaluation, Usability Testing Methods, Journey Maps (Empathy, Emotions, Customer), User Personas, Information Architecture

Marketing - Brand Development, Social Media Marketing, Campaign management, SWOT Analysis

Engineering - IoT, Digital Signal Processing, Embedded Systems Development

Languages & Tools - HTML, CSS, JavaScript, Python, C++, Figma, Adobe Creative Suite, AutoCAD, Framer, Miro, Microsoft Office, Keynote, GitHub, Canva