

Sanika Mehta

Visual Communication Designer

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Experience

User Interface Design Intern, OneThing Design

Jan 2023 - May 2023 | Gurgaon, India

- Capstone project: Revamped the user interface of the boAt Crest App, collaborating with designers and developers to implement a modern and intuitive design; achieved a 30% increase in app downloads and a 20% boost in user retention within 3 months. Crafted UX flows, interfaces and created new visual identity.
- Pioneered the design and usability testing of an innovative facial recognition system interface, contributing to a seamless and user-centric interaction design paradigm.

Graphic Design Intern, Lokusdesign

June 2022 - July 2022 | Pune, India

- Collaborated with the management and the creative team to develop design concepts from initial ideation through to final execution.
- Crafted and established two iconic brand identities, which became widely recognized.
- Collaborated with senior designers to produce flexible and responsive web designs, adapting to evolving design trends and client requirements.

Projects

- BoAt - A companion app for the boAt smartwatches
- Trove - An automated investment app that aims to make investing money much more accessible.
- Curio - Branding for wooden toys
- Design for social responsibility - Raised awareness about resource accessibility issues in rural areas and hospital overcrowding.
- Settly - A prospective design thinking approach to help migrants and expatriate settle abroad.

Achievements

- 2022, Hackathon Design Mentor Confederation of Indian Industry
- 2021, UX case study article published by Bootcamp, a part of UX Collective
- Google UX Design Professional Certificate, Coursera
- Adobe Student Ambassador, Indiana University

Education

Indiana University Bloomington

M.S., Human-Computer Interaction
Bloomington, IN | Aug 2023 - May 2025

GPA 4.0

Unitedworld Institute of Design

Bachelor of Design (Visual
Communication)

India | 2019 - 2023

CGPA 7.23 First class with
distinction

Tools

Figma, Sketch, Adobe Suite, Miro,
Blender, Microsoft office

Skills

Design

Prototyping, Interaction Design,
Visual Design, Design Systems,
Responsive Design, Storytelling,
Journey Mapping, User Flows,
UI/UX Design, Information
Architecture, Product Design,
Branding, Photography, Illustration,
Motion graphics

Research

User Research, Data Analysis,
Design Thinking, Usability Testing,
User Interviews, A/B Testing

Collaboration

Communication, User-Centred
Design, Cross-Functional
Collaboration, Analytical thinking,
Growth Mindset