Sanika Nitin Patwardhan

UX Designer and Researcher

WORK EXPERIENCE

Indiana University | Kelley School of Business

Graduate Assistant | August 2023 – Present | Part-time

- I help **guide and evaluate** discussions for a cohort of 250 students in a core business course.

Indiana University | IU Libraries

UX Researcher | October 2023 – Present | Part-time

- I am dedicated to **advancing the accessibility** of IU Libraries' websites.
- Responsibilities include - **Recruiting a participant pool** for user research and testing, assessing the current website accessibility standards, redesigning the current website post-analysis

Extentia – A Merkle Company

UX Designer | November 2020 – June 2023

- Spearheaded the successful completion of over **20 projects within the automotive sector**, including a B2C-connected application for motorcycles.
- Led end-to-end design phase of a used motorcycle reselling platform, from research to wireframing. **Optimized UX** increased engagement and sales on the **client's online platform by 15%.**
- Drove **key phases of the project lifecycle** including requirements gathering, estimation, planning, UX audits, research planning, user research, benchmarking, market analysis, information architecture, and wireframing.
- Conducted user interviews and synthesized insights to inform IA and wireframes for an electric bicycle e-commerce site. Enhanced UX led to a 20% increase in online conversions.
- **Collaborated with cross-functional teams** of designers, developers, and product managers to deliver innovative **B2C platforms with timeline restrictions.**

Connexis Technologies

UI UX Consultant. | March 2020 – October 2020

- Conducted research activities, built user journeys, user flows, Information architecture, UI Design.

SKILLS AND TOOLS

Design
Requirement Gathering, Project Planning and Estimation, Research Design, Survey Design, User Research, Information Architecture, UX Audit, Wireframing, Prototyping, Data Analytics, Information Visualization, Testing Design, Universal Design.

Tools
Figma, Adobe XD, Invision, Adobe Illustrator & Photoshop, Microsoft Office, Jira, Miro, Tableau, Google Analytics, HTML5 and CSS3.

Soft Skills
Time Management, Communication, Problem Solving, Collaboration, Presentation Skills, Storytelling, Critique and Feedback.

CONTACT

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EDUCATION

Indiana University Bloomington
Master of Science – Human-Computer Interaction
August 2023 – May 2025

Avantika University
Bachelor of Design – User Experience Design
September 2017 – August 2021

EXTRACURRICULAR

ADPList.org – Design Mentor (From July 2021)

- Mentoring students in the areas of portfolio development.

ADDITIONAL CERTIFICATIONS

Yale University
Introduction to Psychology
In Progress

University of Michigan
HTML5 & CSS3
Completed

ACHIEVEMENTS

Research Scholarship
Topic - Liquid Packaging

- I played a key role in overseeing research activities from planning till analysis, distilling valuable insights from the findings, and effectively communicating them through visual presentations.