

RAJVI SANGHVI

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EDUCATION

Masters In Human Computer Interaction
Indiana University Bloomington, Indiana

August 2023 - Present
GPA: 4.0/4.0

Diploma in Communication Design
ISDI School Of Design & Innovation, Mumbai

June 2017 - May 2021
CGPA: 3.2/4.0

Bachelor of Arts in Sociology
University of Mumbai, Mumbai

June 2017 - October 2020
Percentage: 90%

EXPERIENCE

Creative Strategist & Brand Manager: Magnanimous Ventures, Mumbai, India

June 2022 - June 2023

- Spearheaded St. Regis's Penthouse Membership launch; devised targeted marketing and event strategy securing over 150 key members and increasing brand awareness by 12%.
- Redesigned the Penthouse website and executed user-centered advertising strategies, resulting in 3.6% engagement rate increase and significant member inquiry and conversion growth.
- Collaborated as Internal Marketing Stakeholder for Luxury Lifestyle Weekend India 2023 event and executed omnichannel marketing plan with estimated 42 million reach across all media platforms.
- Led conceptualization and pitched winning experiential concepts for over 20 brands including Cartier, Gucci, Adidas Club Originals, Forest Essentials and H&M, leading to new partnership opportunities.

Associate Creative Partner: DDB Mudra, Bangalore, India

June 2021 - April 2022

- Developed visual branding for Flipkart Ads Academy and Bain Whitepaper creatives, leading to a 23% increase in engagement on LinkedIn.
- Co-created Flipkart mascot visual design guidelines and templates which aided designers in producing 300+ brand creatives.
- Collaborated with Senior Designers and Developers to design the user interface for the Flipkart Connect 2021 microsite homepage that generated 1000+ users on the launch day.
- Developed social media creatives for Puma in collaboration with Give India COVID-19 relief initiative under the guidance of a senior art director, a campaign that generated \$359,258 in donations.
- Designed digital creatives under tight deadlines for brands including Gordon's Gin, Flipkart, Porter, Zoya, Signature Whiskey, while also meeting quality standards.

ACADEMIC PROJECTS

Embodied Shopping Experience: Enhanced access to appropriate food, nutrition, and the overall shopping experience for International Students with dietary restrictions.

- Leveraging secondary research and insights gathered through contextual inquiry and observations, I led the development of iterative design solutions by sketching wireframes and crafting the user interface design for the proposed solution.

Service Dogs in Emergency Situations : Exploring animal-computer interaction, this project sought to optimize service dogs' emergency responses when handlers are incapacitated in medical emergency situations

- Conducted user interviews and extensive secondary research to understand interactions and behaviors of service dogs and their owners during emergency situations, to allow for critical response/help and developed a conceptual solution.

SKILLS

Design: Wireframing, Prototyping, Ideation, Personas, Visual Design, Conceptual Design, User Journey, Information Architecture, Interactive Prototyping, Storyboards, Interaction Design, User Flow, Low fidelity prototypes, User-Centered Design, Data Visualization, Design System and Cross-Platform Design.

Research: Affinity Mapping, User Research, Competitive Analysis, Contextual Inquiry, Card Sorting, Surveys, Empathy Mapping, Interaction Studies, Use Cases, Secondary Research, Design Thinking, Usability Testing and A/B Testing.

Design tools & coding: Figma, Adobe XD, Framer, Trello, Sketch, Miro, Figjam, HTML, Photoshop, Illustrator, Indesign, After Effects, Axure, CSS, Mockups, User Interface Prototyping.