

Saish Lad

Multidisciplinary designer, storyteller, creative thinker and former engineer

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WORK EXPERIENCE

Design Strategist Intern

DGI - University Information Technology Services

Sep 2024 - Present

Bloomington, IN

- Delivered a **24% improvement in resource discoverability** by revamping the site's information architecture and optimizing user flows, measured via Qualtrics surveys.
- Decreased user reliance on external support by 30%**, based on reduced support tickets, by designing on-screen tooltips and embedding FAQs.
- Conducting user research to identify pain points specific to the initiative's website and delivering data-backed design recommendations to enhance user satisfaction.

Product Design Intern (UX Lead)

Hyphenova Network

Aug 2024 - Nov 2024

Los Angeles, CA

- Revamped app information architecture to align with user mental models, simplifying complex task flows for content creators and **driving a 16% increase in task completion rates**.
- Implemented **token-based design framework into CI/CD pipelines**, optimizing the design-to-development workflow and reducing design system versioning errors, validated via developer feedback.
- Led cross-functional teams through the complete design lifecycle, from ideation to execution, maintaining design consistency and alignment with project objectives.

Product Designer

Adarja Digital

Aug 2022 - May 2023

Mumbai, MH

- Achieved a **35% reduction in security incidents** and a **15% improvement in administrative efficiency** through the design and implementation of a role-based access control (RBAC) system for a B2B company.
- Improved **user engagement by 18%** and **session duration by 13%** by enhancing a personalized content feed feature for a B2C company.
- Led **5+ client projects**, overseeing estimation, budgeting, design strategy, user experience audits, benchmarking, market research, and testing.

UX Design Intern

Adarja Digital

Jun 2022 - Aug 2022

Mumbai, MH

- Lowered drop-off rates by 15% in the first month** by developing a user-centric onboarding process, driving engagement for a B2C client.
- Executed user research and usability testing with Lookback, leveraging insights and data analysis to inform design decisions and optimize user experiences.

INDUSTRY PROJECTS

R.E.instate • Deal Meridian

Executed a research strategy for an India-focused product launch, uncovering market-specific pain points through **33 interviews and 10 contextual inquiries**, resulting in a UX overhaul aligned with local user priorities.

Aug 2024 - Dec 2024

ReSKU • Kroger

Leveraged **UX research and systems thinking** to design ReSKU, a digital platform that streamlined Kroger warehouses' donation workflows, boosting inventory management and reducing B2B communication gaps.

Jan 2024 - May 2024

SKILLS

Design: User experience, design strategy, interaction design, design systems, information architecture, data visualization, prototyping & mockups.

Research: User interviews, ethnographic studies, competitor analysis, usability testing, heuristic evaluation.

Tools & Languages: Figma, Adobe creative suite, Framer, Tableau, Python, HTML5, CSS3, Javascript.

Soft Skills: Leadership, problem solving, critical thinking, adaptability, project management, cross-functional collaboration, grit.

EDUCATION

MS in Human-Computer Interaction

Indiana University Bloomington

Aug 2023 - May 2025

Bloomington, IN

BE in Electronics Engineering

Mumbai University • Terna Engineering College

Aug 2018 - Jun 2022

Mumbai, MH