Sanika Mehta
USER EXPERIENCE DESIGNER

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United States

Experience

Graphic Designer - Indiana University
Aug 2024 - Present
- Collaborate with teams to create visual designs for various university projects and initiatives.
- Utilize Adobe Creative Suite and Figma to develop engaging graphics and layouts.

User Interface Designer - OneThing Design
Jan 2023 - May 2023 │ Internship
- Capstone project: Revamped the user interface of the boAt Crest App enhancing modernity and intuitiveness.
- Implemented ux strategies that increased the number of positive user reviews by 40%.
- Designed screens for a wearable device, incorporating ergonomics and app responsiveness.
- Collaborated with senior designers, product managers, and UX researchers to plan and execute the complete product development lifecycle of the mobile experience of an innovative facial recognition system interface.

Graphic Designer - Lokusdesign
June 2022 - July 2022 │ Internship
- Developed 25+ logo iterations for a major rebranding project, leading to a modernized visual identity that increased brand recognition by 25%.
- Designed an international product catalog, positioning the company as a global leader in sustainability and driving a 20% boost in market engagement.
- Led visual identity redesigns, crafting logos and mood boards that elevated brand perception, resulting in a 42% increase in customer engagement

Projects

- BoAt - A companion app for the boAt smartwatches
- Kroger - Fostering effective communication between warehouses and food banks
- Trove - An automated investment app that aims to make investing money much more accessible.
- Settly - A prospective design thinking approach to help migrants and expatriate settle abroad.

Achievements

- Hackathon Design Mentor Confederation of Indian Industry
- 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 United States │ Aug 2023 - May 2025

Associate Instructor
- Serve as a Teaching Assistant for I300: Human-Computer Interaction, supporting course delivery and student engagement

Unitedworld Institute of Design
Bachelor of Design
Visual Communication
India │ 2019 – 2023

Skills

Design
Prototyping, Interaction Design, Visual Design, Design Systems, Responsive Design, Storytelling, Journey Mapping, User Flows, User Experience Design, Information Architecture, Product Design, Branding, Photography, Illustration, Motion graphics, User-Centred Design

Research
User Research, Data Analysis, Design Thinking, Usability Testing, User Interviews, A/B Testing, Affinity Mapping, Competitive Analysis, Contextual Inquiry, Card Sorting, Market Research, Empathy Mapping

Tools

Figma, Adobe Creative Suite, Framer, MS Office, Sketch, Miro, Blender, Unity, Axure, Visual Studio, HTML, C# and CSS.