

Sanika Nitin Patwardhan

www.sanikadesigns.com

[LinkedIn](#)

spatwar@iu.edu

+1 (812) 606 8511

Bloomington, IN

Professional Experience

IU Center of Excellence for Women & Technology | Bloomington, IN

Aug 2024 – Present

Web Design Lead Intern

- Spearheaded the creation of a vibrant learning community for women in web design at IU, organizing **6 educational events that attracted over 120 participants** and fostering mentorship relationships among aspiring designers.
- Responsible for **strategic planning, event coordination, and mentoring 3+ interns** while advocating for women and underrepresented groups in tech.

Indiana University – IU Libraries | Bloomington, IN

Oct 2023 – Present

Discovery and User Experience Assistant

- Spearheading the enhancement of IU Libraries website accessibility.
- Conducting user research through **a curated participant pool of 200+ users**, executing content audits aligned with WCAG standards, implementing website modifications for accessibility compliance, and overseeing the development and refinement of IU Libraries' Rivet Design system.
- Conducted comprehensive user testing including card sorting, Tree jack tests, preference tests, and surveys; improved website adherence to WCAG standards, leading to an **accessibility score increase from 83.5 to 90.9** and higher user satisfaction.

Extentia – A Merkle Company | Pune, India

Nov 2020 – June 2023

UX Designer

- Spearheaded the **successful completion of over 20+ projects** within the automotive sector, including a B2C-connected application for motorcycles.
- **Led the end-to-end design** of a used motorcycle reselling platform, leveraging market & user research, competitive analysis, and user journey mapping to deliver a design that boosted platform traffic and **improved conversion rates by 20%**.
- Executed user testing sessions, refining interface options through usability and **A/B tests; achieved a 30% reduction in user error rates in navigation** by implementing iterative wireframing and prototyping based on research insights.
- Collaborated closely with cross-functional teams including developers and marketers to ensure the implementation of design specifications and alignment with broader business objectives.

Connexis Technologies | Pune, India

March 2020 – Oct 2020

UI UX Consultant

- Led UX initiatives across healthcare and fitness analytics platforms and dashboards through extensive user research, metrics design and design, **achieving a 20% increase in faster and more accurate data retrieval**.
- Developed adaptable **3+ design systems across multiple devices**, ensuring cross-platform usability and faster design process.

Education

Indiana University – Bloomington | Bloomington, IN

Aug 2023 – May 2025

Master's in Human-Computer Interaction & Design

GPA – 3.9/4

Avantika University | Ujjain, India

Sep 2017 – Aug 2021

Bachelor of Design – User Experience Design

CGPA – 7.68/10

Skills

Design

Survey design, Contextual Inquiry, Ethnographic studies, UX and Content Audits, User Testing (A/B Testing, Usability Studies), Co-design activities, Interviews, Accessibility Audits (WCAG Guidelines), Design Systems, Data Visualization & Analytics, Information Architecture, Wireframing, Journey Mapping, Prototyping, Visual Design

Tools

Figma, Adobe Suite, Microsoft Office Suite, Miro, Jira, Axure, Asana, Tableau, Google Analytics, Siteimprove, Dovetail, Optimal Workshop, HTML5, CSS3, Crazyegg, Lyssna - Usability Hub.