Sanath Desai
Service Designer | UI/UX Designer | Product Designer

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Professional Experience:

UI/UX Design Volunteer(Remote)
From: September 2024 - Present

WoMen of Connections Ministry, Richmond, VA

- **Designed 10+ high-fidelity** website wireframes and responsive interfaces using **Figma** with graphics, ensuring adherence to accessibility standards and brand guidelines, followed by **usability testing to confirm**.
- Identified project management challenges (using **Service Design Research** on Miro) caused by individually led projects. Implemented a nonprofit-tailored team structure that **increased productivity by 50%**.
- **Developed a new team workflow** with a "1 team, 1 documentation" system, increased transparency, and improved collaboration, thus shifting the focus on achieving project goals instead of individual contributions.
- **Managed 3 website design** projects, ensuring timely delivery, quality assurance, adherence to budget and specifications within 2 months.

Design Researcher
From: July 2024 - August 2024

Savannah College of Art and Design(The Fishing School), Savannah, GA

Project Aim: Rebranded and relaunched The Fishing School organization to enhance its services and fundraising readiness.

- **Streamlined the donation process** by improving information clarity and verified this by testing **50+ low-fidelity wireframes** designed on **Figma**, resulting in a 30% increase in organic individual donations.
- **Delivered** a redesigned **interactive high-fidelity prototype website** with new branding and colors on Figma, providing brand consistency and enhanced user experience.
- **Simplified website designs** to make them compatible with **no-code web hosting platforms**, further **minimizing the requirement of software development** resources by 50%.

Associate UI/UX Designer
From: November 2020 - July 2022

Unthinkable Solutions LLP, Gurugram, Haryana, India

- **Redesigned MayaEDU mobile education app**'s user interface to improve ease of use for medical students, improving navigation, brand language, and style to create differentiation, resulting in an **increase in user base by 30%**.
- Mapped an intuitive user journey to help medical students at NYU learn to diagnose patients within the 1-month deadline, improving learning outcomes.
- Conducted market research and rapidly designed **200+ intuitive web & app-based electronic health records** screens using **Sketch and Axure RP** for a health clinic based in New York, enhancing the booking experience with unique and patient-friendly search capabilities.
- Developed **interactive website and mobile app prototypes** of **electronic health records** using **Axure RP and InVision** within 4 months for the health clinic based in New York, accelerating **Agile development** and **reducing delivery time by 50%**.
- **Ideated** and **pitched value-adding services** such as prescription records and follow-up appointments to the UK Healthcare Insurance App for Corporate Employees, diversifying offerings and revenue streams.
- **Researched and designed a unique admin panel** using **Sketch to track employee insurance plan usage** for a UK-based health insurance company within 2 months, thus unlocking the **value proposition for telemedicine service**.
- **Conducted requirement elicitation** for an **enterprise data analytics portal**, writing user stories while communicating and coordinating with 2 developers, 1 product owner, and 1 project manager within 3 weeks.

Qualifications

Master of Arts in Service Design
Savannah College of Art and Design
Graduated: September 2022 - March 2024

Undergraduate Diploma in Product Design
Indian School of Design Innovation
Graduated: July 2016 - May 2020

Skills:

Service Blueprinting
Ecosystem Mapping
User Interface Design
Wire-frame Prototyping
Journey Mapping
Data-Driven Insights
Stakeholder Mapping
Interaction Design
Qualitative Research
User Personas
Service Value Proposition
Design Thinking
Agile Development
Bootstrap HTML CSS
Quantitative Research
Workshop Facilitation
Cross-Functional Collaboration
Contextual Interviews
Usability Testing

Software Skills:

Figma	**Sketch**	**Axure RP**
Illustrator	**InDesign**	**Photoshop**
XD	**Miro**	**Mural**
Qualitrics	**Zeplin**	**InVision**
Rhino 3D	**Keyshot**	**Lumion**

Certifications:

Introduction to Front End Development, Meta
Dated: 6th October 2024

Design Research & Insight Translation, Lextant
Dated: 11th January 2023

Certified Usability Analyst, Human Factors International
Dated: 18th January 2021