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

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Portfolio: www.sanatdesai.com

Professional Experience:

UI/UX Design Volunteer(Remote)
WoMen of Connections Ministry, Richmond, VA
Started - September 2024

- Create and develop wireframes, visuals, logos, and designs using software, ensuring they meet project requirements and brand guidelines.
- Collaborate with other designers to conceptualize, test, and amend designs based on feedback across various media formats.
- Select appropriate colors, fonts, layouts, and imagery while maintaining consistent voice and messaging.
- Manage multiple website design projects, ensuring timely delivery, quality assurance, and adherence to budget and specifications.

Design Researcher Volunteer
Savannah College of Art and Design(The Fishing School), Savannah, GA
From: July 2024 - August 2024

- Conduct in-depth research across multiple disciplines to gather relevant data and insights.
- Apply a multidisciplinary approach to analyse and solve complex problems, using research and data from social, and technological sources. Design digital designs for websites and social media for implementation.
- Integrate diverse fields to develop business strategies and branding.
- Combine primary data, and social behaviour patterns for a non-profit educational organization.

Associate UX/UI Designer
Unthinkable Solutions, Gurgaon, India
From: November 2020 - July 2022

Education App for Medical Students at NYU:

- Redesigned the mobile app UI, creating a brand language, style, and information architecture to enhance competitiveness and differentiation through strong user focus for NYU medical students within 1 month, improving learning outcomes.
- Enhanced market reputation for user-centered design and effective implementation.

EHR for a US Clinic:

- Drove innovation pace through market research, rapid conceptualizing, and prototyping of 200 screens and new capabilities within 4 months.
- Improved user experience for doctors, medical staff dashboards, patient profiles, and an onboarding website, boosting productivity.

UK Healthcare Insurance App for Corporate Employees:

- Researched and pitched value-adding services, diversifying offerings and revenue streams.
- Improved website, admin panel, and employee app for clinical healthcare services compatibility within 2 months, enabling valuable free telemedicine services.
- Expanded client base into new employee segments for healthcare, finance, accessibility, transforming products and platforms, improving quality, satisfaction, and business KPIs.

Data Analytics and AI Portal for Enterprises:

- Conducted requirement elicitation sessions, learned to write user stories on the job, and communicated and coordinated with developers within 3 weeks.

Education/Qualification:

Master of Arts in Service Design
Savannah College of Art and Design, GA, United States
Graduated: Sept 2022 - Mar 2024

Undergraduate Diploma in Product Design
Indian School of Design and Innovation Parsons(Now ATLAS SkillTech University), India
Graduated: July 2016 - May 2020

Skills:

- Service Blueprinting
- Stakeholder Mapping
- Root Cause Analysis
- Contextual Interviews
- Ecosystem Mapping
- Customer Journey Mapping
- Qualitative Research
- Quantitative Research
- Wireframing & Prototyping
- User Research
- Usability Testing
- Interaction Design
- Visual Design
- Information Architecture
- Contextual Inquiries
- Stakeholder Interviews
- HTML, CSS and Bootstrap

Tools:

- Figma
- Sketch
- Adobe XD
- Axure RP
- InVision
- Zeplin
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop

Certificates:

Design Research & Insight Translation, Lextant
Date: 11th Jan 2023

Certified Usability Analyst Human Factors International
Date: 18th Jan 2021