



Sachin Kawa

Product / UX Designer
Indianapolis (Open To Relocate)

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WORK EXPERIENCE

Product Design Intern

June 2024 - Sep 2024

ExpertVoice, Salt Lake City, USA

- Working on solution to increase the renewal rate of affiliations by expired and about to expire users (~290,000) on B2C platform.
- Teaming up with senior designers, user researcher and product manager to implement design strategies.
- Collaborating with a scrum team to design a dedicated page on B2B platform, where brand partners can access their current and past invoice reports.
- Contributing to the design system of ExpertVoice by designing new icons and components for the platform.

Product Designer

Aug 2023 - July 2024

COHART, San Francisco, CA

- Designed final prototype based on the feedback which resulted in **78% success rate** in calculating the accurate price of artworks.
- Contributed to their existing design system by adding new **5+ new components** and variables as per their brand guidelines.
- Researched current Art Price Calculators available in the market and interviewed artists to know how they manually calculate the art price to understand their logic.
- Interviewed and took surveys from **50+ diverse artists**, including canvas artists, 3D digital artists, photographers, and illustrators to understand user behavior and patterns unique to marketplace users.
- Performed usability testing of the Art Price Calculator with **25 Artists**, Graphic designers, and sculptors to get feedback on wireframes to incorporate new changes.

UI UX Designer

Dec 2021 - May 2022

The Data Duck, Mumbai, India

- Executed comprehensive usability testing such as A/B testing, resulting in a **26% increase** in customer bookings by redesigning the product detail page of one of the biggest e-commerce brands.
- Conducted **80+ user** interviews and performed UX audits to gain a deep understanding of user needs and inform design decisions, resulting in a user-centered design approach.
- Collaborated with a cross-functional team of 5 engineers to complete numerous design iterations to build a booking system which resulted in **52% increase** in users.

Product Designer

Nov 2019 - Nov 2021

Peter Autokits, Mumbai, India

- Teamed with senior management to implement design strategies, resulting in a **20% increase** in company **branding recognition**.
- Led **10+ design projects**, incorporating art direction, photo shoots, and video production to bring concepts to life.

EDUCATION

M.S, Human-Computer Interaction —
Indiana University, US

B.Sc, Information Technology —
Mumbai University, India

SKILLS

Design

User-Centered Design, Storyboarding, Information Architecture, Wireframing, Prototyping, Visual Design, Design System, Ideation, Usability & User Testing, Business Strategy, Cognitive Psychology, UX Writing, User Research, Designing Experiences and Interactions, Information Architecture, Storyboards, Design Documentation, Design Systems, Responsive Design, Mockups.

Research

User Interviews, Surveys, Competitive Analysis, Participatory Design, User Flows, Field Observations, Contextual Enquiry, Secondary Research, Ethnographic Research, Rapid Usability Testing, A/B Testing.

Tools

Figma, Adobe XD, Sketch, Illustrator, Photoshop, After Effects, Framer, Miro, Notion, ClickUp, Jira, Axure, Invision, Zeplin.

LEADERSHIP

Student Success Program Assistant
- Indiana University, Indianapolis

- Led team of **18 Mentors** in university to help organize event for international students.
- Managing cultural, ice breakers, interactive events for **250+ students**.

Team Manager - ASBB NGO

- Planned a marathon with **150+ participants** for a tree plantation drive.
- Organized blood donation drive which attracted over **300+ donors**.