

Sakshi Lunawat

User Experience Designer and Strategist

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EXPERIENCE

BMW | Visual & Art Director Lead

MARCH 2023 - JUNE 2023

- Led collaborative SCADPro team in developing and managing creative and visual components for virtual goods targeting Gen Z, fostering innovation to increase brand engagement.

TALENTICA | User Experience Designer

JANUARY 2022 - SEPTEMBER 2022

- Facilitated the redesign of HDFC Credila; India's first dedicated loan company with a customer base of over 4.9 million, focusing on the loan application process.
- Created and defined user journey maps, wireframes, prototypes, interactions and visual assets for customer-facing for HDFC Credila to optimize task completion time.

YUJ DESIGNS | User Experience Designer

JULY 2020 - DECEMBER 2021

- Designed dashboards for Honeywell Oil & Gas, boosting operational efficiency through real-time monitoring, predictive analytics and streamlined workflows. Collaborated with cross-functional partners like engineering, PM and design systems to ship multiple models.
- Led the redesign of the YUJ intranet, introducing multiple workflows for performance assessment and strategic decision-making.
- Designed user journeys, wireframes, and prototypes for digital products, contributing to acquiring new clients.

LEMON YELLOW | User Experience Design Intern

DECEMBER 2019 - APRIL 2020

- Designed, prototyped, and shipped interaction flows to help Mahindra Finance design the vehicle dealership application.
- Redesigned SonyLiv UI to elevate the overall viewer experience across different breakpoints.
- Conducted user research for the Economic Times to boost UX clarity.

NODES | System Design Intern

JUNE 2019 - JULY 2019

- Conducted a detailed user study to understand the students at Pune University for a design thinking campaign.

EDUCATION

Savannah College of Art and Design (SCAD)

MA in Interactive Design

SAVANNAH, GA

JUNE 2022 - MARCH 2024

MIT Institute Of Design

B.Des in User Experience Design

PUNE, INDIA

2016 - 2020

SKILLS

Design Tools

Figma · Sketch · Webflow · Adobe Illustrator · Adobe Photoshop · InDesign · After Effects · DreamWeaver · Proto.io · Protopie · Miro · Principle · HTML & CSS · Mad Mapper · JavaScript · Pen & Paper

Design Strengths

Problem Solving · Interactive Design · UX Design · Visual Design · User Research · Service Design · Strategy · Interviews & Surveys · Wireframing · Usability Testing · Ecosystem Mapping · Design Thinking · AR/VR · Projection Mapping

INVOLVEMENT

Treasurer @ LOOP (Design Club) 2023 - 2024

To promote and foster a community for interactive designers at SCAD.

Graduate Mentor 2023 - 2024

Provided guidance, advice, and mentorship to several undergraduate students at SCAD.

RECOGNITION & ACHIEVEMENTS

Hyundai Metaplant America

1st Place - Water Tower Mural for HMGMA