

# SAKSHI LUNAWAT

Product Designer • (Open to relocating)

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## WORK EXPERIENCE

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### Lead Project Manager (Visual & Creative Art Director) BMW

Savannah, GA  
03/2023 – 06/2023

- Led collaborative BMW SCADPro's entry into the virtual goods market, focusing on NFTs and achieving a 15% competitive advantage by aligning product offerings with target audience preferences and business goals.
- Facilitated developing and managing creative and visual components for virtual goods targeting Gen Z, fostering innovation to increase brand engagement.

### User Experience Designer Talentica

Pune, India  
01/2022 - 09/2022

- 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 onboarding application process.
- Created and defined user journeys, wireframes, prototypes, interactions and design systems for customer-facing for HDFC Credila resulting in a 35% reduction in task completion time.

### User Experience Designer YUJ Designs

Pune, India  
07/2020 - 12/2021

- Designed dashboards for Honeywell Oil & Gas, boosting operational efficiency by 80% 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 resulting in 40% enhanced operational efficiency.

### User Experience Design Intern Lemon Yellow

Thane, India  
12/2019 - 04/2020

- Led the design and development of the vehicle dealership application for Mahindra Finance, including research, prototyping, interaction flows and final delivery.
- Implemented a user interface redesign for the SonyLiv platform, focusing on improving user engagement metrics such as average watch time and page views by 50% on smartphones, tablets, and smart TVs.

### System Design Intern Nodes

Pune, India  
06/2019 - 07/2019

- Led user research for a design thinking initiative at Pune University, identifying a need for design thinking principles among engineering students. This led to the development of new design thinking courses, impacting the curriculum.

## EDUCATION

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### Savannah College of Art and Design (SCAD) MA in Interactive Design ( 3.9 GPA )

Savannah, GA  
03/2022 – 03/2024

### MIT Institute Of Design B.Des in User Experience Design

Pune, India  
2016 – 2020

## SKILLS

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**Design Strengths:** Complex Problem-solving, Interaction Design, UX Design, Visual Design, User Research, Responsive Design, Strategy, Interviews & Surveys, Wireframing, Prototyping, Usability Testing, Design systems, Data Driven Design, Design Thinking, User stories, Journey Mapping, Accessibility Design, Agile Development, Product Management

**Design Tools:** Figma, Sketch, Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Dreamweaver, XD), Proto.io, Protocie, Origami, Miro, Principle, Framer, Webflow, Jira, Invision, Zeplin, HTML & CSS, JavaScript, GitHub, Mad Mapper, AI, Pen & Paper