

# Samridhi Sachan

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## EDUCATION

**R.V. University | Bangalore, India**

Aug 2022- May 2026

B.Des in User Experience with a Minor in Brand Experience

**R.N. Podar School | Mumbai, India**

Apr 2020- Mar 2022

12th Standard, Central Board of Secondary Education

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## WORK EXPERIENCE

**RubixKube | Bangalore, India**

Jul 2024- Aug 2024

**UX Designer (Intern)**

- Designed a comprehensive website from scratch, creating a user-friendly interface while finalizing typography and design elements to enhance visual identity and ensure brand consistency.
- Collaborated with stakeholders to align designs with business objectives, streamlining workflows and ensuring clear design handoffs.
- Conducted iterative design processes based on user and stakeholder feedback, improving website usability through user testing and surveys.

**Artinci | Bangalore, India**

Jun 2024- Jul 2024

**UX Designer (Intern)**

- Conducted heuristic evaluation of the existing website to identify usability issues, enhancing the end-to-end user flow and ensuring a smoother user experience.
- Redesigned the website based on research findings, boosting customer engagement by 21.6% and significantly improving overall user satisfaction.
- Led comprehensive user research activities, including user testing, interviews, and competitive analysis, to gather actionable insights and inform the redesign process.

**Index Studio | Hyderabad, India**

May 2024- Jun 2024

**UX Designer (Intern)**

- Designed high-fidelity wireframes and optimized the information architecture, enhancing navigation and ensuring a seamless user experience.
- Conducted usability testing to identify user pain points and collaborated with cross-functional teams to address issues and implement design solutions effectively.

**Open Cubicle | Haryana, India**

May 2024- Jun 2024

**UX Designer (Intern)**

- Revamped the Memli logo, creating a modern and visually impactful design that elevated brand recognition and strengthened overall brand identity.
- Redesigned the Memli app, enhancing the user interface and functionality to deliver a seamless and engaging user experience.

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## SKILLS AND TOOLS

Skills: Information Architecture, Design Systems, Wireframes, Data Visualization, User-Centered Design, Visual Design, Design Thinking, Prototyping, UX Research, User Interviews, Competitive Analysis, Usability Testing, A/B Testing, Journey Mapping.

Tools: Figma, Miro, Canva, Adobe Creative Suite, Microsoft Office Suite, Google Analytics.

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## CERTIFICATIONS

- **Visual Elements of User Interface Design** | California Institute of Arts (Coursera) Jul 2024
- **Creative Problem Solving** | University of Minnesota (Coursera) May 2024
- **Web Design: Strategy and Information Architecture** | California Institute of Arts (Coursera) May 2024
- **Conduct UX Research and Test Early Concepts** | Google (Coursera) Apr 2024
- **Learning Experience Design: Orientation to the Profession** | University of Michigan (Coursera) Apr 2024
- **Introduction to User Experience Design** | Georgia Institute of Technology (Coursera) Mar 2024
- **Start the UX Design Process: Empathize, Define, and Ideate** | Coursera Jun 2023
- **Foundation of User Experience Design** | Coursera May 2023