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Sangeetha Parthasarathi

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Education

Indiana University-Purdue University Indianapolis *August 2022 - May 2024*
Master of Science in Human-Computer Interaction.

PES University, Bangalore India. *July 2017 - May 2021*
Bachelor of Technology in Mechanical Engineering. (Degree conferred in Nov 2021)

Experience

Interaction Designer | Google *June 2024 - Present*
Reference: Kristin Gray *Mountain View, USA*

- Building experiences rooted in context and intent, working between the gap of software and hardware.

User Experience Design Intern | Google *May 2023 - August 2023*
Reference: Nicolas Pellegrino, Kristin Gray *San Francisco, USA*

- Worked on a hardware innovation project, my role as a user experience designer was to bridge the gap between software and hardware interactions by strategizing the design approach and future scope of the project.
- Engaged with cross-functional teams like Industrial design, hardware engineering, user experience research, mechanical engineering, and more to determine the critical user journeys.

Product Designer | Yocket *February 2022 - July 2022*
Reference: Mihika Roy, Kashyap Matani *Mumbai, India*

- Led multiple projects from inception to execution, working closely with engineers, product managers, researchers, other designers, and stakeholders.
- Redesigned the onboarding flow, which met the user acquisition target of the company.
- Identified feed issues, formulated a redesigned model, resulting in a significant boost in user engagement.
- Designed and executed the 'Global Search' feature for the product on the web and mobile app.

UI/UX Designer | Quicko Infosoft Private Limited *June 2021 – January 2022*
Reference: Jasleen Kaur, Vishvajit Sonagara *Ahmedabad, India*

- Focused on problem statements related to tax compliance, identified core product features, crafted user flows, designed product identity, and worked in close collaboration with engineers.
- Conducted user research, market analysis and crafted the user workflows to redesign the existing Income Tax filing web application, which after the redesign **increased the filing rate by 3 times.**
- Designed new products that simplify taxes - "MEET", enables assisted tax filing, and "Glyde", a mobile application for income tax filing.

Branding & Design Executive |PESU IO *July 2018 – November 2019*
Reference: Utkarsh Srivastava *Bengaluru, India*

- Designed a new intuitive product PESU FORUMS to build an active community for better learning.
- Took responsibility for developing and strategizing the objective and brand of the organization.
- Designed and monitored content for social media, website, and online and offline branding for the organization.
- Designed and Delivered a course "Art and Architecture" as an SME(Subject Matter Expert).

Skills

Design: Storyboarding, Information Architecture, Wireframing, Concept Design, Visual Design, Ideation, Usability Testing, Design documentation, Cognitive Psychology, UX Writing, Design Systems.

Research: User Interviews, Surveys, Competitive Analysis, Participatory Design, User Flows, Field Observations, Contextual Enquiry, Secondary Research, Design Thinking.

Business: Business Model, Value Proposition Canvas, Product Analysis.

Tools: Figma, Adobe XD, Webflow, Sketch, Illustrator, Photoshop, InDesign, Miro, Notion, Jira, Protopie, Procreate.