

# Sanjana Bhavsar

(Digital Product Designer)

Hi! I am a seasoned Product Designer holding a Bachelor's Degree from MIT Institute of Design, with a track record of 3 years in both product design and UI/UX design. I bring a meticulous eye for detail to every project, crafting visually stunning and user-friendly interfaces that captivate and engage. I believe that intuitive and engaging designs are driven by a deep sense of empathy towards users, ensuring that their needs and desires are at the heart of every interaction.

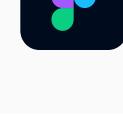
 Sanjana Bhavsar

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## Technical Skills



## Experience

### Company Name

**Kritii Design UX Studio**

### Role

UI / UX Designer (Full-time)

### Timeline

Oct 2021 - Current

UI Design

UX Design

Design System

Brand Identity & Guidelines

- Worked across multiple high-impact projects across diverse sectors like finance, e-commerce, education and healthcare, delivering user-friendly interfaces for web and mobile applications.
- Worked closely with the Founders of client companies to formulate the bigger picture and break it down into smaller segments to achieve the larger goal.
- Collaborated with product managers, developers, and marketing teams to align design strategies with business goals.
- Handled all critical aspects of user experience design projects, including user research, wireframing, prototyping, visual design, and interaction design.

### Company Name

**Nutriquik**

### Role

Brand Identity (Freelance)

### Timeline

Jan 2024 - May 2024

Packaging Design

Graphic Design

Brand Identity

- Led the design and development of innovative protein sachet packaging for a health supplement company.
- Managed timelines and deliverables, ensuring project completion within the stipulated timeframe.
- Achieved a 95% positive feedback rate from consumer testing, enhancing brand visibility on the shelf.

### Company Name

**WinHealth**

### Role

UI and UX Designer (Freelance)

### Timeline

June 2022 - August 2022

UI Design

UX Design

- Designed a comprehensive mobile application for IBS patients, enabling them to track symptoms and health conditions, access community support, and connect with doctors seamlessly. The app also featured an activity feed with insights from renowned doctors, providing valuable knowledge and addressing patient queries.

### Company Name

**Ekhande Agro Fertilizers Pvt Ltd**

### Role

Product Designer (Internship)

### Timeline

Jan 2021 - June 2021

Packaging Design

Graphic Design

Brand Collaterals

- Developed dynamic branding materials that enhanced company visibility and reinforced brand identity, contributing to a 30% increase in customer recognition.
- Utilized a wide range of design tools and software, including Adobe Creative Suite, to create eye-catching graphics, illustrations, and packaging layouts.
- Managed multiple projects simultaneously, adhering to deadlines and prioritizing tasks to meet client needs efficiently.

### Company Name

**Sancheti Orthopedics Pvt Ltd**

### Role

Product Designer (Live Project)

### Timeline

Oct 2019 - Dec 2019

Product Design

Designed a 1:1 prosthetic leg cover, leading the project from initial concept and ideation through multiple design iterations. Managed CMF considerations, resulting in the development of a functional prototype.

### Company Name

**Titan Company Pvt Ltd**

### Role

UI Designer (Live Project)

### Timeline

Jan 2019 - March 2019

Product Design

Human Machine Interaction

Collaborated with the client team on CMF for their smartwatch line. Innovated in HMI with a user-friendly watch communication method.

## Education

B.DES Product Design

MIT ADT University, Pune

HSC

SRP Jr. College, Mumbai

SSC

Nirmala Convent High School, Nashik