

Sakshi Malaviya

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UX Designer

Innovative UX Designer with over 3 years of experience enhancing user experience across diverse industries by blending creativity, research, and empathy to drive user-centric design. Spearheaded UI/UX projects, conducted user and market research, and collaborated with cross-functional teams to deliver impactful solutions. With a Master's in UX Design and Business and Bachelor's in Psychology and Biology, I bring a multidisciplinary approach to crafting intuitive designs grounded in deep understanding of human behavior and user needs.

EDUCATION

Rutgers University

Master's of Business and Science (MBS) | User Experience Design

New Brunswick, NJ
Sept 2022 – Dec 2024

- **Relevant coursework:** UX Design, Marketing, Usability Evaluation, Visual Analytics, Mobile App Development, and Principles of Leadership & Communication.

Rutgers University

Bachelor's of Arts (BA) | Psychology & Biology

New Brunswick, NJ
Sept 2018 – May 2022

- **Relevant coursework:** Psychology, Biology, and Research Methods.

PROFESSIONAL EXPERIENCE

SSI-VR Research Lab

UX Designer

Rutgers University
Sept 2024 – Present

- Designed and implemented avatars and UI instructional guides for a VR simulation, enhancing user navigation and overall experience, **achieving an 85% increase** in user understanding and satisfaction.
- **Conducted comprehensive market and user research** within the VR and gaming industries, identifying emerging trends and user preferences to inform design decisions and improve engagement metrics.
- **Prototyped and tested UI elements** using iterative design methodologies, to refine the VR simulation experience.

360Score.Me

UX Designer

Cranbury, NJ
Jun 2024 – Aug 2024

- Spearheaded a full-scale website and engagement system redesign, improving usability, navigation, and customer interaction for 74 client companies, **resulting in a measurable boost in client satisfaction and engagement metrics.**
- **Conducted comprehensive user and market research**, identifying key insights to develop and implement innovative product solutions that aligned with user needs, industry trends, and the company's brand identity.
- Collaborated cross-functionally with web developers and project managers to design, prototype, and launch new features, **ensuring seamless integration, adherence to design standards, and on-time project delivery.**

Crohn's & Colitis Foundation

UX Designer

New York City
Jun 2023 – Feb 2024

- Spearheaded the end-to-end design of an internal management platform, enhancing usability and project tracking capabilities, which resulted in a **20% boost in team productivity.**
- Developed and integrated features for enhanced data accuracy and tracking, **reducing discrepancies by 15%** and improving overall operational efficiency.
- **Executed in-depth user and market research**, leveraging insights to design optimal product solutions aligned with customer needs, industry trends, and the company's strategic goals.

Sika AG Corporation

Salesforce Designer

Lyndhurst, NJ
Sept 2022 – March 2023

- Redesigned and optimized the Salesforce platform, improving user experience, **increasing operational efficiency by 20%**, and ensuring stronger alignment with internal branding standards, which enhanced overall team performance.
- Developed tailored learning experiences and presentations, driving improvements in internal branding consistency, and **boosting customer engagement.**

SKILLS

Design & Project Management Skills: UX/UI design, brand strategy, user research, market research, content creation, usability evaluations, digital media production, customer-centric design, user-centric design, accessibility design, project coordination.

- **Hard Skills:** Figma, Canva, Tahoma 2D, Adobe Illustrator, Unity, Adobe Premiere Pro, Unity, Miro, Salesforce, Tableau, Microsoft Office.
- **Soft Skills:** Empathy, critical thinking, communication, teamwork, problem-solving, collaboration.
- **Certifications:** **Product Design in AI** by Udemy (Sept 2023)