

Sakshi Malaviya

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Product Designer

Creative and detail-oriented product designer creating intuitive digital experiences and designing impactful user centric products. Skilled in user research, data visualization, and design systems, with a strong foundation in user experience design, psychology, and Tableau to launch user-focused solutions. Expertise in UI/UX, communication design, and interactive designs that drive product success and align with the brand identity of a business. Passionate about designing sustainable, user-friendly digital products that enhance usability and satisfaction by combining creativity with data-driven user insights.

EDUCATION

Rutgers University

Masters of Business and Science (MBS) | User Experience Design

New Brunswick, NJ
Sept 2022 – Dec 2024

- **Relevant coursework:** UX Design, Brand Design, Marketing, Data Visualization, Tableau, & Usability Evaluation.

Rutgers University

Bachelors of Arts (BA) | Psychology & Biology

New Brunswick, NJ
Sept 2018 – May 2022

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

PROFESSIONAL EXPERIENCE

SSI-VR Research Lab

UX Designer

Rutgers University
Sept 2024 – Present

- Utilized iterative design and user feedback to identify user requirements and pain points, translating feedback into design solutions that improved user satisfaction by 85%.
- Conducted systematic user interviews and usability tests to transform research insights into clear design requirements, resulting in intuitive instructional UI guides.
- Leveraged data visualization techniques to transform complex user research findings into compelling visual narratives, helping enable internal stakeholders to clearly understand user pain points and requirements, resulting in feature implementations that improved platform engagement rates by 30%.

360Score.Me

UX Design Intern

Cranbury, NJ
Jun 2024 – Aug 2024

- Led a full-scale website redesign utilizing agile SCRUM methodology, using iterative feedback to enhance data visualization, streamline customer workflows, and drive higher platform adoption across 74 B2B clients.
- Designed and implemented an intuitive data visualization dashboard, transforming complex product insights into clear, actionable visuals to improve user engagement and decision-making.
- Collaborated with a cross-functional scrum team to prioritize and implement customer requirements, ensuring alignment between user needs and technical capabilities leading to improved user engagement.

Crohn's & Colitis Foundation

UX Designer

New York City
Jun 2023 – Feb 2024

- Led the design and implementation of an internal management website by conducting comprehensive user research, transforming manual workflows into an automated interface through analysis of staff pain points and requirements. Integrated Salesforce and Tableau-inspired features to create an intuitive interface, resulting in a 20% increase in team productivity.
- Designed dynamic Tableau and Power BI dashboards and data visualizations to improve data tracking accuracy by 25%, enhancing team decision-making capabilities.
- Created strategic product roadmap based on competitive analysis and user behavior patterns, ensuring alignment with industry trends and organizational brand objectives.

Sika AG Corporation

Salesforce Designer

Lyndhurst, NJ
Sept 2022 – March 2023

- Transformed Salesforce platform through data-driven design decisions, implementing custom visualizations and dashboards that improved operational efficiency by 20%.
- Collaborated with stakeholders and scrum team to gather user feedback and implement intuitive solutions tailored to businesses brand and processes.
- Designed and presented data visualization strategies to leadership, effectively communicating the value of new platform features through compelling visual storytelling.

SKILLS

Product Design & Project Management Skills: UX/UI design, brand design, data visualization, prototyping, user research, interactive design, communication design, usability evaluations, brand strategy, digital media production, customer-centric design, human-centric design, accessibility design, project coordination.

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