

Sakshi Malaviya

East Brunswick, NJ | sakshimalaviya@gmail.com | [LinkedIn](#) | [Portfolio](#) | (732) - 762 - 4669

Creative and data-driven UX Designer with experience in user-centric design and digital engagement. Proven expertise in social media content creation, CRM systems, and marketing strategies, supported by a strong foundation in UX/UI design, psychology, and market research. Passionate about leveraging creativity and technology to enhance customer experiences and drive brand loyalty. With a Master's in UX Design & Business and Bachelor's in psychology and Biology, I bring a multidisciplinary approach to crafting intuitive designs grounded in a deep understanding of human behavior and user needs.

WORK EXPERIENCE

SSI-VR Research Lab, Rutgers University, NJ: Hybrid

UX Designer: 09/2024 to Present – 20 hours per week

The [SSI-VR research lab](#), led by Dr. Valerie Jones Taylor, is a social psychology research lab that examines applications of Virtual Reality (VR) technology to examine and improve interracial interactions in the real world. It focuses on leveraging clinical psychology models of VR exposure therapy to mitigate any challenges posed by interracial interactions.

Duties and Responsibilities: Led the user-centered design of a VR simulation for a social psychology experiment exploring interactions between users and a Black-skinned avatar in a college setting. Co-led the character and avatar creation process for the simulation using iClone and Reallusion. Enhanced participant satisfaction with the VR simulation and application process by 85%, improving overall usability and engagement.

DESIGN – UX/UI & 3D Animation

- Designed UI instructional guides for the VR simulation using Figma and Canva, defining accessible color palettes, font styles, and content writing.
- Iterated on wireframes and prototypes based on feedback from internal and external stakeholders, improving user flows and simplifying user guides, resulting in a 90% increase in task completion rates.
- Designed 3D character avatars and 3D animation utilizing tools such as iClone and Character Creator for users interaction within the VR simulation.
- Collaborated with a multidisciplinary team weekly, leveraging Agile principles and tools like Slack, Box.com, and Microsoft Word to deliver enhanced solutions.

USER RESEARCH

- Conducted quantitative and qualitative research using VR simulations to examine microaggressions experienced by users when interacting with Black-skinned avatars, generating data on unconscious stereotyping in interactions with African Americans.
- Developed question guides for interviews and surveys to collect user insights, identifying pain points to inform and refine UI design decisions.
- Recorded VR simulation tests using Box.com and managed data analysis with Microsoft Excel.

Crohn's & Colitis Foundation, NYC, New York: Hybrid

UX Designer: 06/2023 to 02/2024 – 40 hours per week

[Crohn's & Colitis Foundation](#) is a non-profit, volunteer-fueled organization dedicated to finding cures for Crohn's disease and ulcerative colitis and improving the quality of life of children and adults affected by these diseases.

Duties and Responsibilities: Served as the sole UX designer, spearheading the end-to-end design and launch of an internal management website for managing projects, biosamples, automating approval workflows, streamlining timelines, and tracking products. The platform improved team productivity by 40%.

DESIGN – UX/UI

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- Led the design of an internal management platform using Figma and Canva, incorporating workflows from tools like Miro to create an intuitive, user-friendly interface.
- Designed and integrated features for enhanced data accuracy and tracking, utilizing Tableau and CRM tools such as Salesforce, reducing discrepancies by 20% and increasing operational efficiency.
- Developed a Kanban-style project tracking system, allowing users to monitor the status and state of each project efficiently.
- Established an accessible color palette and stylized font system aligned with brand guidelines, implementing a clear hierarchy of UI elements for seamless navigation.

USER RESEARCH

- Conducted in-depth user interviews, both in-person and via Zoom, with internal stakeholders such as data analysts, project managers, and developers to understand their existing workflows and preferences, ensuring familiarity in the new system.
- Collaborated daily with rotating stakeholders to gather insights, iteratively refining prototypes and wireframes, to build a high-fidelity design system that exceeded user expectations using Microsoft Outlook and SharePoint.
- Created user research plans and interview protocols, conducting usability evaluations on high-fidelity prototypes to identify redesign opportunities and prepare design handoffs to developers.

SELECTED WORK: Final designs of the website available on my [portfolio](#).

360Score.Me, Cranbury, NJ: Remote

UX Designer: 06/2024 to 08/2024 – 20 hours per week

[360Score.Me](#) is 360 degree review and company engagement survey system that empowers organizations to collect anonymous employee feedback.

Duties and Responsibilities: Served as the sole UX designer responsible for redesigning the platform's website and engagement systems, enhancing usability and functionality for 74 client companies.

DESIGN – UX/UI

- Led the redesign of the 360Score.Me landing page using Figma and prototyping tools, enabling users to schedule, customize, manage, and automate anonymous peer evaluation surveys effectively.
- Conducted a critical analysis of the platform's previous design to create a website that is fully accessible and 508 compliant, improving inclusivity and usability.
- Standardized typography, color schemes, and the hierarchy of features to align with branding and enhance user satisfaction.
- Designed interactive dashboard elements on the homepage, enabling users to intuitively navigate to various sections of the website with ease.
- Conducted user research to identify pain points in the previous design, leveraging insights to inform redesign strategies, using tools like Microsoft SharePoint and Google Sheets.
- Conducted critical analysis of the old design, focusing on the visual design, product structure, usability & accessibility, and interaction design to define what needs to be changed.

SELECTED WORK: Final designs of the website available on my [portfolio](#).

SIKA AG Corporation Lyndhurst, NJ: Hybrid

Salesforce Designer: 09/2022 to 03/2023 – 40 hours per week

[Sika AG Corporation](#) is a global leader in specialty chemicals that supplies to the building and motor vehicle industries.

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Duties and Responsibilities: Served as a Salesforce Designer and Administrator tasked with enhancing user engagement and increasing operational efficiency by 20%.

DESIGN – UI/UX

- Redesigned the Salesforce platform to align with branding guidelines and improve user engagement, utilizing tools such as Adobe XD, Figma, and Canva.
- Created and presented marketing materials to internal stakeholders using Microsoft PowerPoint, leading to higher adoption rates of newly implemented platform features.
- Analyzed user feedback to identify pain points and implemented iterative updates that enhanced platform usability and accessibility.

VOLUNTEER

Rutgers University, Masters of Business and Science: New Brunswick, NJ

UX Design Teaching Assistant for UX design practicum: 09/2024 to 12/2024 – 10 hours per week with weekly Zoom Meetings

The UX Design Practicum tackles real-world business challenges through hands-on learning. Students conduct user research to improve satisfaction, analyze market trends, and explore consumer behavior.

Duties and Responsibilities: Assisted students in refining design choices, including platform elements and features, while supporting them in building online design portfolios.

- Organized and tailored weekly Zoom meetings to address student questions about the course, group projects, assignments, and prototypes.
- Facilitated effective communication between students and the course Professors, ensuring clarity and alignment. Consolidated student feedback at the end of the semester and submitted a comprehensive report to the Professor.

Reality AI Lab, NYC, NY: Remote

Product Designer: 01/2025 to Present – 20 hours per week

[Reality AI Lab](#) is a free, open-source AI for teachers and powerful enterprise AI workers to scale education and corporate training.

- Designed lesson plans and worksheets for a free, open-source AI educational platform using Figma.

EDUCATION

Rutgers University, Masters of Business and Science (MBS): New Brunswick, NJ

Masters in UX design: 09/2022 to 12/2024

- Relevant coursework: UX Design, Marketing, Contextual Inquiry, Usability Evaluation, Visual Analytics, & Mobile App Development.

Rutgers University: New Brunswick, NJ

Bachelors of Arts (BA) in Psychology & Biology: 09/2018 to 05/2022

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

CERTIFICATES

Udemy: Online

Product Design in AI | Artificial Intelligence and Users: 09/2023

- Completed a self-paced online course to learn how to design for artificial intelligence as a UX/UI designer of the future.

Udemy: Online

The Ultimate Guide to VR with Unity- No Code Edition: 12/2024

- Completed a self-paced online course to design VR games and simulations using Meta Quest 2 & Unity.