

AROHI SAWANT

PRODUCT DESIGNER

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WORK EXPERIENCE

WinSanTor, Lead Designer

April 2021 - December 2023

- Mastered the entire product design lifecycle, from concept to launch, leading projects that resulted in a **30% increase** in customer engagement.
- Directed comprehensive design efforts, establishing visual identities that **increased brand recognition by 40%**, developed and executed design strategies for print media and digital content, resulting in a **50% increase** in social media engagement and a **35% uplift** in website traffic.
- Conducted in-depth user trend research and implemented SEO strategies that **propelled website views by 60% and social media engagement by 45%**, by optimizing content placement and relevance.

SenSights.ai, Research and Marketing Associate

July 2020 - October 2020

- Led social media campaigns that **amplified engagement by 50%** through targeted content strategies and community interaction.
- Authored and distributed key marketing materials, including brochures, blogs, white papers, and infographics, resulting in a **40% increase** in the company's market visibility and growth in product awareness among targeted demographics.
- Collaborated with cross-functional teams to launch marketing campaigns that aligned with business objectives.

WORK EXPERIENCE

WinSanTor's Sleep Toolkit | Product Designer

Feb 2023 - May 2023

- Designed a landing page enabling users with neuropathy to learn how they can sleep through the night with their nerve pain.
- Conducted extensive user research to create inclusive and accessible designs for middle aged adults and seniors.
- Crafted and executed a visually captivating landing page, resulting in a **40% increase** in user engagement and a **25% expansion** of the audience base, leading to notable improvements in conversion rates.

Carachaarya | UX Researcher & Designer

July 2021 - Oct 2021

- Carachaarya is a mobile app that enable young professionals to connect with mentors. It allows users on the visual spectrum to connect with professionals and gain career and interview advice. The application mainly focuses on users who are completely or partially blind or colourblind.
- Applied user-centered design principles to create intuitive and engaging interfaces, prioritizing usability and accessibility for diverse user demographics including **2 colour themes** of the application.

SKILLS

Design: Illustrating, Typography, Branding, Interaction design, Prototyping, Wireframing, Information architecture, Colour Theory

Research: Competitive analysis, Journey mapping, Usability testing

Tools: Figma, Adobe Creative Suite, WebFlow, Sketch, InVision, Procreate, WordPress, HTML/CSS

EDUCATION

UX Design, BrainStation

March 2024 - Present

Design Leadership, BrainStation

March 2023 - May 2023

UX Design Certification, Google

May 2021 - September 2021

Bachelor of Science, University of Waterloo

September 2016 - May 2020

Majored in Biomedical Science with Bioinformatics option. Completed the Experiential Education Certificate.