

AROHI SAWANT

PRODUCT DESIGNER

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WORK EXPERIENCE

WinSanTor, Lead Designer

April 2021 - December 2023

Spearheaded all design efforts including visual identities (branding guidelines), print media (brochures), elements for social media (infographics and videos), and landing pages for websites. Conducted extensive research on user trends and strategized for the company's website and social media pages using SEO tools to increase views and engagement.

LocateMotion, Research & Marketing Associate

July 2020 - October 2020

Spearheaded all social media efforts focused on increasing engagement on the company's website and social media pages. Authored brochures, blogs, white papers and infographics to increase the company's footprint and raise awareness about the product offerings.

DESIGN PROJECTS

Sleep Toolkit, Product Designer

February 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.

Carachaarya, UX Designer

August 2021 - September 2021

Designed a mobile app enabling visually impaired and colourblind users to connect with mentors. Conducted extensive user research with a focus on accessibility and inclusivity for users on the visual spectrum and used insights to inform design decisions.

Quizzo, UX Designer

July 2021 - August 2021

Designed a responsive website and a mobile app allowing users to learn content efficiently. Conducted usability tests with target users, incorporated feedback, and produced high-fidelity prototypes.

MerchBazaar, UX Designer

May 2021 - July 2021

Designed a mobile app that allows Indie musicians to connect with their audience and sell concert merchandise. Conducted user research, designed wireframes and prototyped high fidelity UI designs.

TOOLS

Figma
Adobe XD
Adobe Illustrator
Adobe InDesign
Procreate
InVision
WordPress
Sketch
Webflow

SKILLS

Wire Framing
Prototyping
Interaction Design
User Research & Strategy
User Persona
User Flow
Usability Testing
Content Strategy
Information Architecture

EDUCATION

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.