

# SANJANA GANGISHETTY

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## EDUCATION

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### University of Colorado Boulder

#### *Master of Science in Creative Technology and Design*

Recipient of ATLAS Institute Scholarship

**Relevant Coursework:** Introduction to Programming, Data Storytelling through Sonification and Versalization, User Experience & User Experience Research

Boulder, Colorado

*August 2023 – May 2025*

### Woxsen School Of Arts and Design

#### *Bachelor's in Design (Honors)*

Hyderabad, India

*August 2018 – August 2022*

## SKILLS

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**Design Process:** User Research & Strategy, Information Architecture, Conceptual Modeling, Design Thinking

**Prototyping & Validation:** Rapid Prototyping, Usability Testing

**User Experience (UX):** UI Design, User Flow & Journey Mapping, Web Accessibility Design

**Design Tools:** Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator), Basic Python (optional: , 3ds Max, SketchUp, V-ray)

**Soft Skills:** User Empathy, Collaboration, Problem-Solving, Creative Thinking, Project Management, Data Visualization, Design Presentation

## EXPERIENCE

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### My Sassy Interiors

#### *Product Designer*

#### *Website UI/UX*

Hyderabad, India

*January 2022 – June 2023*

- **Redesigned the company's website** by creating wireframes, prototypes and mock-ups
- **Collaborated with front-end developers** to implement the final design, resulting in a **~21% increase in client inquiries**

#### *Interior Design*

- Successfully executed **four design projects**, overseeing them from concept to completion in a fast-paced startup environment.
- **Managed project budgets** to ensure efficient financial allocation and optimal outcomes
- **Carefully curated aesthetics and styled interiors led to a 15% enhancement** in overall project appeal, while **exceeding client expectations resulted in a ~41% growth in clientele**

### Designtale

#### *Design Intern*

Hyderabad, India

*October 2020 – January 2022*

- **Collaborated with vendors** to enhance user experience in the final deliverables for **four ongoing projects**, resulting in a **15% reduction in project completion time**
- Developed **3D Models and technical drawings** using **AutoCAD, SketchUp** and **Vray**
- **Effectively communicate design concepts** to clients and contractors by providing technical drawings and maintaining constant monitoring.
- Leveraged AutoCAD for precise floor plans, elevations, and sections, while utilizing SketchUp for 3D project models and Vray for realistic rendering

### F. Quad

#### *Design Intern*

Hyderabad, India

*October 2020 – January 2022*

- **Collaborated as a user-centric draftsman** to deliver outcomes for three ongoing projects, **resulting in a 10% reduction in project turnaround time.**
- Created detailed **3D models, technical drawings, and structural designs** using **AutoCAD, SketchUp, and Vray**

## ACADEMIC Projects

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### *User Experience Researcher, ATLAS Institute, University of Colorado Boulder.*

*January 2024 – May 2024*

- Led UX research for Distro, a retirement distribution software, using in-depth interviews and usability testing. Developed user personas, journey maps, and wireframes to enhance design and functionality, collaborating with a multidisciplinary team to create a user-centric product that improved efficiency for financial advisors.

## CERTIFICATIONS

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### *Professional Certifications – Google UX Design*