Sanjana Danait

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EDUCATION

Master of Science, Human-Computer Interaction | University of Maryland, College Park   Aug 2022 - May 2024
GPA: 3.95 | Coursework: Fundamentals of HCI, Interaction Design, User Research Methods, Inclusive Design, Information Architecture, Personal Health Informatics, Data Analytics, Introduction to Programming

Bachelor of Architecture | Academy of Architecture, University of Mumbai   Jul 2015 - Oct 2020

WORK EXPERIENCE

Product Design Intern | Intuit, Mountain View, CA   Jun - Aug 2023
- Drove user research by conducting 20 user interviews with diverse personas, including data and business analysts, data and ML engineers, to gain insights into Intuit's internal Data Discovery issues and users trust in AI solutions
- Proposed a GenAI-driven solution, as part of the 'Data Copilot' project, to enhance the data discovery process
- Collaborated closely with a product manager, data scientists and ML engineers to address concerns such as AI hallucinations and data quality standards; as well as to validate the technical feasibility of the design solutions
- Created workflows and 50+ high-fidelity prototypes, and presented to 40+ members of the Analytics, AI, & Data org

Product Experience Designer | Mindstix Software Labs, Pune, India   Jun 2021 - Jun 2022
Awarded Star Performer - Certificate of Excellence in Jan 2022
Dental Practice Management SaaS Platform + Patient Portal | Healthcare Start-up: Archy, USA
- Independently led the project from concept to launch by understanding business requirements, conducting user research, and designing low to high fidelity prototypes of 100+ screens; led to the client raising $2M in seed funding
- Conducted competitive research & analyzed existing products to identify market gaps, aiding in feature ideation
- Designed intuitive workflows to optimize complex domains like claims, billing, scheduling, medical imaging & EHRs
- Gathered constructive feedback from users consistently to evaluate product usability and design decisions
- Collaborated with the clients, the product manager, QA engineer, and a team of 12 developers to drive UX reviews

E-Commerce & CRM | Amway, USA
- Actively participated in design discussions and contributed to 20+ component families in the global design system
- Generated 6 customer registration flows for web and mobile platforms to improve consistency and usability

UX Design Intern | Mindstix Software Labs, Pune, India   Mar - May 2021
Travel Retail Platform Revamp | Estée Lauder Companies, USA
- Created and modified visual designs for 30+ web and mobile screens leveraging user-centered design methodologies
- Coordinated with product manager, QA and 5 developers to conduct design reviews & ensure pixel-perfect delivery

Intern Architect | SJK Architects, Mumbai, India   Nov 2018 - May 2019
- Prepared 50+ design drawings and 3D visualizations for an administrative & research facility and a hotel project
- Organized and actively participated in meetings with cross-functional stakeholders to manage and drive projects

Assistant Set Designer | Art Direction Department, Film & Television Institute of India, Pune   Apr - May 2017
- Assisted in the filmmaking and art direction of the short film 'Ekaant' by creating a miniature set of a devastated city
- The film won 7 awards, Notable Award: The 66th National Film Award for Art Direction

PROJECTS

Hometown Heroes Group Project (Research + Design) | UMD | Capstone   Sep 2023 - Present
- Partnered with Mark Rogers, host of Delaware Valley's Hometown Heroes radio show, to support local artists' careers
- Conducted user research with emerging and established local artists to understand their journeys, needs and wants

Spotify Data Analysis (Analytics) | UMD | Data Analytics | View notebook   Sep - Dec 2023
- Analyzed a dataset of Spotify's top 300 songs, using Python and libraries such as Numpy, Pandas, and Matplotlib to derive data-driven recommendations for artists to elevate the popularity and impact of their music

Understanding Hoarding Disorder (Research) | UMD | Personal Health Informatics | Read paper   Jan - May 2023
- Conducted qualitative data analysis on Reddit data to delve into the lived experiences, coping strategies and challenges faced by individuals with excessive hoarding behavior and their close ones/cohabitants
- Generated design implications for digital interventions that can support hoarders in managing and improving their health and living conditions, contributing to the nascent literature on hoarding behavior in the HCI community

SKILLS

Design: User Experience (UX) Design, User Interface (UI) Design, Product Design, Interaction Design, Visual Design, Storyboards, User Flows, Information Architecture, Wireframing, Design System, Prototyping, Mockups
Research: User Research, Contextual Inquiry, Surveys, Usability & Accessibility Testing, A/B Testing, Heuristic Evaluation
Technical: Figma, Sketch, Principle, Miro, Invision, Zeplin, Balsamiq, Adobe Creative Cloud (Adobe XD, Photoshop, Illustrator, InDesign), Microsoft Office, Web Development (HTML, CSS), Python