

SANJANASRINIVASAN

An engineer with a passion for design.

Committed to leveraging an analytical and empathetic approach in designing solutions that cater to human needs and wants in the form of delightful, captivating experiences.

Education

Northwestern University

Segal Design Institute

M.S in Engineering Design Innovation

September 2016 - December 2017

Boston University

College of Engineering

B.S in Electrical Engineering

Concentration in Technology Innovation

September 2011 - May 2015

Work Experience

Ellucian

Experience Designer

Feb 2019 - Present

- Work on cross-functional teams to plan, prioritize, and deliver a cohesive user experience through innovative and interactive design solutions.
- Produce aspirational mock-ups, functional wire-frames, screen layouts, color palettes, typography, user interface elements, and final asset production to support projects.
- Support user research activities.
- Participate in brainstorming and concept development.

Aspire Inc.

UX Design Intern

May 2018 - Feb 2019

- Conducted user research and A/B testing to identify pain points and improvements that drive user retention.
- Created and refined prototypes and wireframes.
- Developed and maintained the design system.
- Produced redline documentation for designs.
- Collaborated with front end developer to refine and implement designs.

Trimco Hardware

Assistant Marketing Intern

Summer 2017

- Developed new marketing material for products.
- Worked on content design and on improving the customer experience during the purchasing process, in compliance with the engineering team's needs.

3M

R&D Intern - Consumer Division

Fall 2015

- Worked with the technical consumer division team on new product introduction.
- Designed and developed a new concept model for a room air purifier.

Key Skills

Axure RP, Invision, Sketch, Marvel, Figma, Illustrator, InDesign, Photoshop, iMovie, Keynote, HTML, CSS, Javascript, C++, Arduino, Matlab, Autodesk Fusion 360, Shapr 3D, Ethnographic Research, Survey Design, Synthesis, Insight Generation, Storytelling, Story Boarding, Paper Prototyping, User A/B Testing, Wireframing, Agile Methodology, 3D modeling, Video Production, Graphic Design, Sketching

Academic Project Experience

Masters Thesis Spring 2017- Fall 2017

Burdy

Designed a service that lowers the barrier of entry to golf and encourages participation in the sport.

- Conducted user interviews and surveys with the various stakeholders, which enabled journey map development.
- Created a service blueprint, prototyped and tested the service.
- Designed an online platform, as part of the service, and tested it with stakeholders.

Design Strategy Spring 2017

Harley Davidson

Designed a strategy to support and grow the used business and brand value.

- Conducted user interviews and surveys in order to gain qualitative and quantitative data.
- Developed multiple solution ecosystems - step, stretch, and leap - that could be achieved within 10 years.

Service Design Winter 2017

Dr. Ruchi Gupta

Designed a service to support incoming college students with food allergies.

- Interviewed stakeholders, created user journeys, developed a Point of View, a created blueprints.
- Prototyped and tested experiences that would ease the students' transition process from home to college.

Interaction Design Winter 2017

HotPlate App

Designed a startup's app concept that helps users find the top dishes in their surrounding area.

- Conducted research that furthered the initial app concept to be more inclusive of users' needs and requirements.
- Developed wireframes and prototypes (low and high fidelity) for the app experience.
- Worked on a sprint system - 2 weeks/sprint.
- Conducted user testing.

Product Design Fall 2016

Procter & Gamble

Designed and developed a new product concept based on ethnographic research. Worked under NDA.

- Conducted in-home interviews and observations to understand the benefits and shortcomings of P&G's product and that of its competitors.
- Brainstormed, sketched, prototyped and tested concepts.