



# Sachin Kawa

Product / UX Designer  
New York (Open To Relocate)

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## WORK EXPERIENCE

### Experience Designer

Sep 2024 - Present

Verizon, New York

- Led design system implementation for Verizon's global rebranding initiative, collaborating with cross-functional teams to develop **20+ components** that improved brand consistency across all digital platforms.
- Collaborated with the VDS team to defining critical design elements resulting in a more cohesive user experience.
- Established and enforced design standards across **6+ global teams**, conducting regular design reviews and providing actionable feedback that increased design consistency by streamlining the implementation process.
- Generated solutions for wireless experiences, driving engagement and conversion through data-informed decisions.
- Initiated and established the framework for UX motion design principles in the VDS guidelines for the digital experiences.

### Product Design Intern

June 2024 - Sep 2024

ExpertVoice, Salt Lake City, USA

- Worked on solution with the activation team to **increase the number of users (~ 290,000)** with expired membership.
- Teamed up with senior designers, user researcher, developers and product manager to discuss the design decisions and technical feasibility and timeline.
- Collaborated with a scrum team to design a dedicated page on B2B platform, where brand partners can access their current and past invoice reports.
- Contributing to the design system of ExpertVoice by designing new icons and components for the platform.

### Product Designer

Aug 2023 - July 2024

COHART, San Francisco, CA

- Designed final prototype based on the feedback which resulted in **78% success rate** in calculating the accurate price of artworks.
- Contributed to their existing design system by adding new **5+ new components** and variables as per their brand guidelines.
- **Interviewed 50+ diverse artists** to understand user behavior and patterns unique to marketplace users.

### UI UX Designer

Dec 2021 - May 2022

The Data Duck, Mumbai, India

- Executed comprehensive usability testing such as A/B testing, resulting in a **26% increase** in customer bookings by redesigning the product detail page of one of the biggest e-commerce brands.
- Conducted **80+ user** interviews and performed UX audits to gain a deep understanding of user needs and inform design decisions.
- Collaborated with a cross-functional team of 5 engineers to complete numerous design iterations which resulted in **52% increase** in users.

### Product Designer

Nov 2019 - Nov 2021

Peter Auto Kits, Remote

- Teamed with senior management to implement design strategies, resulting in a 20% increase in branding recognition.

## EDUCATION

**M.S, Human-Computer Interaction** —  
Indiana University, US

**B.Sc, Information Technology** —  
Mumbai University, India

## SKILLS

### Design

User-Centered Design, Storyboarding, Information Architecture, Wireframing, Prototyping, Visual Design, Design System, Ideation, Usability & User Testing, Business Strategy, Cognitive Psychology, UX Writing, User Research, Designing Experiences and Interactions, Information Architecture, Storyboards, Design Documentation, Design Systems, Responsive Design, mockups.

### Research

User Interviews, Surveys, Competitive Analysis, Participatory Design, User Flows, Field Observations, Contextual Enquiry, Secondary Research, Ethnographic Research, Rapid Usability Testing, A/B Testing

### Tools

Figma, Adobe XD, Sketch, Pendo, Jira, Lyssna, Hotjar, Illustrator, Photoshop, After Effects, Framer, Miro, Notion, Zeplin.

### Coding

HTML, CSS, JavaScript, Python.

## LEADERSHIP

**Student Success Program Assistant**  
- Indiana University, Indianapolis

- Led team of **18 Mentors** in university to help organize event for international students.
- Managing cultural, ice breakers, interactive events for **250+ students**.

**Team Manager - ASBB NGO**

- Planned a marathon with **150+ participants** for a tree plantation drive.
- Organized blood donation drive which attracted over **300+ donors**.