Sayali Nikumbh

UX Designer

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EDUCATION

Master of Science in Information Experience Design (HCI)   **Aug 2022 - May 2024**

Pratt Institute, New York City, NY

Bachelor of Architectural Design   **June 2015 - Nov 2020**

North Maharashtra University, Jalgaon, India

EXPERIENCE

UX Designer   **Aug 2023 - May 2024**

BeautyTrak - New York, NY

- Conducted usability evaluations and competitor analyses on 10+ sites with Google Analytics, followed up by major redesign changes in the buttons , navigation menu and mobile screen design.
- Reduced page bounce rates by 15% and increased membership sign-up conversions by 25% by developing end-to-end membership flows on Figma with a high-fidelity prototype.
- Designed end to end activities, services, course pages, user dashboards and checkout screens for both mobile and desktop screens. Collaborated with Agile developers to ensure accurate implementation and documentation of design solutions.

UX Designer   **Aug 2023 -Jan 2024**

The Behavioral Health and Wellness Group, NYU Langone, New York , NY

- Designed an end-to-end healthcare mobile app addressing opioid misuse, from conceptualization to high-fidelity prototypes to pass onto developers for further implementation.
- Conducted user interviews with 4 healthcare professionals and 4 patients along with competitive analysis, tree testing and literature review, which helped create information architecture, persona and wireframes.
- The final deliverables including style guides, component library, visual design and prototype potentially extended patient outreach by 200 clients in the first year.

UX Researcher   **Aug 2022 - Aug 2023**

Center for Digital Experiences, New York ,NY

- Performed qualitative and quantitative research by conducting eye-tracking studies and behavioral analytics to identify usability issues on **The MET's** website.
- Amplified page views by 40% and decreased exit rates by 25% through enhanced navigation with recommendations and prototypes.
- Consulted with **The New York Philharmonic** to enhance discoverability and accessibility of archival materials on their website. Designed mockups based on research findings to guide redesign decisions.

PROJECTS

GLSEN Website, Information Architecture Project | [Project Link](#)   **Jan 2023 - May 2023**

- Executed card sorting and tree testing studies using Optimal Workshop to refine the website's information architecture and to inform design decisions.

Amazon Music Design Sprint (Finalists) | [Project Link](#)   **Feb 2024 - April 2024**

- Proposed a design solution with AI optimization for avid music listeners and business stakeholders

Tomato Design System | [Project Link](#)   **Jan 2024 - May 2024**

- Revamped Trader Joes design system by recreating components on figma and documenting the system

SKILLS

Design

Prototyping | Wireframing | Accessibility | Design Systems | Information Architecture | Emerging Technologies

Research

Usability Testing | User Interviews | A/B Testing | Eye Tracking | Competitive Analysis | Affinity Maps | Sitemaps

Tools and Technologies

Figma | Usertesting | Unity | Adobe CC | Microsoft Office | Sketch | Google Analytics | HTML | CSS | Javascript