

Sakshi Malaviya

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EDUCATION

Rutgers University

Master's of Business and Science (MBS) | User Experience Design

New Brunswick, NJ

Sept 2022 – Dec 2024

- **Relevant coursework:** UX Design, 2D Animation, Usability Evaluation, Contextual Inquiry, Mobile App Development, Visual Analytics, Marketing, and Principles of Leadership & Communication.

Certifications:

- **Product Design in AI** by Udemy

Sept 2023

Rutgers University

Bachelor's of Arts (BA) | Biology & Psychology

New Brunswick, NJ

Sept 2018 – May 2022

- **Relevant coursework:** Psychology, Biology, and research courses.

PROFESSIONAL EXPERIENCE: INTERNSHIPS

Crohn's & Colitis Foundation

Lead UX Designer intern

New York City

Jun 2023 – Feb 2024

- **Spearheaded the design of an internal management tool** that streamlines project tracking and management process, resulting in a significant increase in team productivity and collaboration.
- **Enhanced data accuracy, data tracking, and reduced discrepancies** after production of the tool.
- **Collaborated with stakeholders** from various departments to identify a perfect solution for the product.

Sika AG Corporation

Salesforce Intern

Lyndhurst, NJ

Sept 2022 – March 2023

- **Improved user experience** by designing and customizing the Salesforce platform.
- **Designed engaging learning experiences** and presentation.
- **A 20% reduction in user-reported issues** resulted after monitoring and resolving user issues per week.

Iron Skillet Coffee/ Rutgers MBS Externship Exchange

UX Designer extern & UX Researcher

Rutgers University

Jan 2023 – May 2023

- **Conducted the market research** to identify optimal components for building a new product.
- **Oversaw the design and prototype** of the mobile interface after thoroughly researching the requirements set by the stakeholder.

DESIGN PROJECTS

Zara Redesign

UX Designer

Rutgers University

Sept 2022 – Dec 2022

- **Redesigned the Zara app** for a cleaner, user-centered shopping experience by decreasing the learning curve and making it more accessible to users while still maintaining the Zara branding (color & font).
- Conducted user research, interviews, wireframing, UI design, and prototyping.

Tasty Saves

UX Designer

Rutgers University

Sept 2022 – Dec 2022

- **Designed a new app** to reduce food wastage from grocery stores and assist the needy.
- Conducted user research, interviews, and created high-fidelity UI designs and prototypes.

SKILLS

Skills: UX/UI design, project management, user research, motion graphics, creative problem-solving, digital media production, communication skills, collaboration & teamwork.

Tools: Figma, Canva, Adobe Illustrator, Tahoma2D, Adobe Premiere Pro, Adobe Design, Salesforce, Tableau, Miro, Microsoft Office.