

# Sakshi Malaviya

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## EDUCATION

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### Rutgers University

*Master's of Business and Science (MBS) | User Experience Design | GPA: 4.0*

New Brunswick, NJ  
Sept 2022 – May 2024

- **Relevant coursework:** User Experience Design, Visual Design, Contextual Inquiry, Mobile App Development, Visual Analytics, and Digital Production.
- **Certification:** Certificate in User Experience Design.

### Rutgers University

*Bachelor's of Arts (BA) | Biology & Psychology | GPA: 3.61*

New Brunswick, NJ  
May 2022

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

## WORK EXPERIENCE

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### Sika AG Corporation

*Salesforce Intern*

Lyndhurst, NJ  
Sept 2022 – March 2023

- Designed and customized the Salesforce platform to improve user experience, leveraging principles of UX.
- Worked alongside Senior Salesforce Analyst to design workflows and custom reports for enhanced efficiency of the platform.
- Proactively monitored and resolved 40 support tickets, and user issues per week resulting in a 20% reduction in user-reported issues related to Salesforce.

### Extern for Iron Skillet Coffee/ Rutgers MBS Externship Exchange

*UX Designer & UX Researcher*

Rutgers University  
Jan 2023 – May 2023

- Researched 3 existing coffee roasters to identify optimal components for building a new product.
- Researched 4 coffee roasting apps to identify design components that enhance user experience and streamline the UI.
- Used Figma to design and prototype 18 screens for the mobile interface resulting in highly intuitive and user-friendly interface.

## DESIGN PROJECTS

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### Rutger's TaskU

*UX Designer | Design Sprint*

Rutgers University  
Oct 2022

- Designed a new app for Rutgers's students that gamifies productivity to improve their time management skills.
- Conducted user research on 7 competitor apps to determine the best design for the calendar, social media, and the gamified features of the app.
- Conducted user interviews on 16 users. Executed wireframing and UI design for 8 unique frames. Conducted prototyping, user testing, and Heuristic Evaluations.

### Tasty Saves

*UX Designer*

Rutgers University  
Sept 2022 – Dec 2022

- Designed a new app that prevents food wastage from Grocery stores and helps the needy.
- Conducted user research on 4 competitor apps to determine a combination of all the good UI those apps have to include in the design for the final product
- Conducted user interviews on 10 users. Executed high-fidelity UI design and prototyping.

## SKILLS

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- **Skills:** UX Design, UI design, product design, user research, wireframing, prototyping, creative problem-solving, digital media production, data analysis, communication skills, collaboration & teamwork.
- **Tools:** Figma, Canva, Adobe Illustrator, Adobe Premiere Pro, Salesforce, Tableau, Miro, Microsoft Office.
- **Languages:** English, Gujrati, Hindi