

Samiksha Pawar

User Experience Designer

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EDUCATION

MS in Human-Computer Interaction

Indiana University of Bloomington, IN

Bloomington, Indiana
August 2024- May 2026 (Expected)

Bachelor's in Fine and Applied Arts

MIT Art, Design and Technology, India

Pune, India
August 2017- July 2021

WORK EXPERIENCE

Cognizant Technology Solutions

Associate Hybrid Designer with UX Concentration

Pune, India
March 2022- June 2024

- **Successfully delivered UX and UI projects for over 50 teams** across diverse domains, including food and beverage, retail, healthcare, energy utilities, pharma, insurance, and automotive.
- Improved user experience and efficiency in a global pharmaceutical company by streamlining processes, **enhancing interface intuitiveness, and implementing responsive design**, which resulted in a 23% boost in user retention.
- Substantially contributed to **increased profits for energy utility clients** through effective project design and implementation.
- **Led innovative projects by collaborating with multiple cross-functional teams** in the banking sector, streamlining onboarding flows to improve data accessibility, resulting in a 20% reduction in onboarding time.
- **Conducted in-depth interviews with over 30 individuals** to inform design decisions, leading to a 35% increase in accessibility for insurance company users.
- Pioneered innovative internal communication and AI integration in a leading automotive company, delivering over ten successful projects, which resulted in an 18% increase in employee satisfaction.

Therefore Design Pvt Ltd.,

Associate Designer

Pune, India
September 2021- February 2022

- **Successfully conceptualised and executed various design projects**, including logos, branding, packaging, motion graphics, and UI design.
- Delivered impactful design solutions that drove **brand awareness, increased engagement, and enhanced product appeal** in various markets.

ACADEMIC EXPERIENCE

IU Innovates

Student Entrepreneurship Ambassador, Visual Designer

Bloomington, Indiana
September 2024- Current

Indiana University

Teaching Assistant for HCI/Interaction Design Course

Bloomington, Indiana
August 2024- Current

ADDITIONAL SKILLS

Research Skills: Affinity Mapping, User Research, Competitive Analysis, Contextual Inquiry, Card Sorting, Surveys, Empathy Mapping, Interaction Studies, Use Cases, Surveying, Interviews, Secondary Research, Ideation, Design Thinking, Usability Testing, A/B Testing and Brand Strategy.

Design Skills: Wireframing, Visual Design, Conceptual Design, User Journey, Information Architecture, Rapid Interactive Prototyping, Storyboarding, User Flow, Low and High-fidelity prototypes, Data Visualization, Ideation, Design System, Brand Design, Space Design, Video Creation, Video Editing, Motion Design, Illustration and Cross-Platform Design.

Technical Skills: HTML/CSS; Proficient in Figma, Adobe Creative Cloud, Jira, Invision, Sketch, Procreate, Miro, Tableau, Microsoft Office, Power BI and Framer.