

SNEHI JAIN

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WORK EXPERIENCE

Product Designer / UI/UX Specialist II | Oct 2024 - Present **Voaytek - Full time | Albany, USA**

- Owned end-to-end product design for New York State's Integrated Eligibility System, driving the shift toward a user-centered design process, managing complex platform logic, and aligning technical constraints with business goals across a cross-functional team of 20+ engineers, architects, and product managers.
- Architected high-fidelity wireframes, interface layouts, and interactive workflows for a large-scale administrative portal; partnered with engineering to validate technical feasibility, which accelerated user efficiency by 20%.
- Led the design team, creating high-fidelity wireframes and workflows that streamlined processes while establishing UI documentation and design system standardization across multiple distributed platform modules, thereby increasing operational efficiency by 30%.

Product Designer (AI / UX) | Jun 2024 - Oct 2024 **RoxHealth - Internship | Savannah, USA**

- Spearheaded user research and product discovery for an early-stage AI-powered application by conducting user interviews, leading ideation sessions, and performing competitor analysis. These efforts resulted in a 30% reduction in future iterations and improved overall product quality.
- Developed comprehensive UI branding guidelines, establishing a cohesive and recognizable brand image that strengthened user perception and consistency across the platform.
- Collaborated closely with cross-functional teams, including engineering and AI teams, to ensure product alignment with business goals and streamline the development process. This collaboration boosted communication and efficiency, leading to faster and more accurate implementation of design elements.

Lead Product & Service Designer | Sep 2023 - Nov 2023 **Deloitte x SCADpro - Contract | Savannah, USA**

- Led and supervised an 8-member team to make the high-traffic federal disability benefits application workflow more user friendly. Collaborating with stakeholders, leveraging strategic project roadmapping to boost team execution speed by 78% within two weeks.
- Initiated diverse research methodologies, including 15 interviews, journey mapping, personas, and 4 co-creative workshops, to gather comprehensive insights from user and stakeholder perspectives.
- Developed and tested service prototypes, leading to a 25% increase in concept validation and design iteration efficiency based on user feedback, leading to more efficient and user-centric service experiences.

User Experience Designer | Jun 2023 - Aug 2023 **Indian Institute of Technology - Internship | Delhi, India**

- Mapped and optimized the complex end-to-end user flow for a B2B platform, leveraging usability testing and persona development to elevate user satisfaction by 30%.
- Designed and implemented component-driven UI design system adhering strictly to WCAG 2.1 accessibility standards, ensuring a user-centered responsive web interface, directly increasing customer retention by 20%.
- Optimized future design workflows by 80% through the development of a comprehensive design system and documentation. Enhanced efficiency and scalability for streamlined design processes.

Research Lead and Product Designer | Mar 2023 - May 2023 **BMW x SCADpro - Contract | Savannah, USA**

- Led a cross-functional team of 14 in extensive primary and secondary research, encompassing brand analysis, user needs assessment, market trends analysis, and competitor evaluations to facilitate concept development.
- Elevated innovation through facilitation of brainstorming workshops, integrating iterative client feedback to elevate ideation quality and foster solution innovation by 30%.
- Spearheaded product strategy for BMW's entry into the virtual goods market, driving a 15% lift in digital market share by aligning user insights with business goals.

Visual Designer | Jun 2021 - Aug 2022

Mahila Money - Internship | Remote

- Partnered with product, engineering, and copy teams to design core UX features for a fintech microlending platform which promotes women's entrepreneurship and business ventures.
- Leveraged iterative UX design methodologies, including user testing, prototyping, user interviews, and storyboarding, resulting in a 30% rise in user engagement.
- Designed multi-channel interactive media, targeted advertisements, and in-app onboarding assets to drive financial literacy and scale product adoption.

Interaction Designer | Sep 2021 - Nov 2021

Digital Product School - Contract | Munich, Germany

- Led design innovation within an agile, cross-functional team of engineers, product managers, and stakeholders to deliver a highly intuitive, user-friendly automatic irrigation planning application for Gardena.
- Prioritized critical feature requests against a product value matrix using synthesis from usability testing, establishing a strategic roadmap that yielded a 20% efficiency gain.
- Optimized product experience through iterative design approach; conducted usability testing after each wireframe and prototype iteration, resulting in a 40% increase in user satisfaction scores and a 25% decrease in user error rates.

Designer | Jan 2021 - Mar 2021

SHEROES - Internship | Delhi, India

- Collaborated with product and marketing teams to produce 50+ localized growth campaign assets, including advertisements, social media graphics, and email newsletters, driving a 20% lift in target audience engagement.
- Developed and maintained design systems and style guides to ensure consistency and scalability across all products and platforms.

Graphic Designer | Jun 2020 - Jul 2020

Sritham Design Studio - Internship | Delhi, India

- Designed visual assets, including logos, branding materials, marketing collateral, and user interface elements, to create cohesive and engaging brand experiences.
- Produced high-quality graphics and multimedia content for digital and print channels, including websites, social media, and promotional materials.

EDUCATION

MASTERS OF ARTS (M.A.) IN INTERACTIVE DESIGN | Sep 2022 - Mar 2024

Savannah College of Art and Design | Savannah, USA

- Honors & Awards: Achievement Honor Scholarship, Academic Honors Graduate Scholarship

BACHELOR OF COMMERCE (B.COM. HONORS) | Jul 2018 - Jun 2021

University of Delhi | Delhi, India

PROFESSIONAL CERTIFICATE IN GRAPHIC DESIGN & COMMUNICATION | Sep 2019 - Jan 2021

National Institute of Fashion Technology | Delhi, India

SKILLS

Product Design & Architecture: Product Design, UI/UX Design, Interaction Design, Information Architecture, Design Systems, Component-Driven Design, Wireframing, Rapid Prototyping, Mobile-First Design, Responsive Design, Accessibility (WCAG 2.1), System Design, User Flows.

Strategy & Product Discovery: Product Discovery, User-Centered Design (UCD), Design Thinking, Lean UX, Agile Methodology, Scrum, Strategic Roadmapping, Stakeholder Management, Cross-Functional Collaboration, Market Research, Competitor Evaluation, Concept Development.

User Research & Data: User Research, Usability Testing, A/B Testing, User Interviews, Persona Development, Journey Mapping, Data Synthesis, Product Analytics, Feature Prioritization, Value Matrix, Metrics-Driven Design, User Retention Strategy.

Tools & Technologies: Figma, Framer, Adobe Creative Suite (Photoshop, Illustrator, XD, After Effects), Miro, Jira, Sketch, InVision, HTML5, CSS3, Webflow.