

# Samiksha Gharote

Experienced UX designer with 3+ years of experience in creating user-centric designs for mobile and web applications. Previously led the design initiatives for a startup and recently obtained an MSc in Design Innovation Management (Dec 2022).

## EXPERIENCE

### UX/UI Designer

Nov 2021 – Feb 2022

#### WeSee2i, London, UK

A social learning and skill-building app for university students and recent graduates.

- Redesigned the iOS app, resolving user flow issues, enhancing the visual design, resulting in improved usability of the app.
- Designed 5 new features, delivered high-fidelity mockups for 90+ screens and interactive prototypes in Marvel within a 3-month period to showcase the app's potential to interested professionals.

### UX/UI Designer

July 2018 – April 2021

#### AppKrafting, Bangalore, India

A startup with a pet food delivery and bookings platform called *Tail it Easy*.

- Led end-to-end UX design process for Android, iOS, and web platforms, creating multiple iterations and features in a fast-paced environment.
- Performed user research, analysed the feedback gathered from 100+ users through customer research surveys and interviews, enabling the informed development of 3 new features and an increase in customer satisfaction.
- Conducted usability testing to evaluate the user journey and analysed customer data in Google Analytics for Firebase to uncover issues, resulting in a decrease in cart abandonment rate by 32% after implementing the UI modifications
- Managed a design intern and streamlined the developer hand-off process by implementing a design guide, achieving better UI consistency and a 15% post-launch conversion improvement.
- Facilitated UX workshops with cross-functional teams, presented design concepts to stakeholders, and ensured alignment with business and user needs.

### UX/UI Designer (Freelance)

Oct 2019 – Dec 2019

#### WIRIN (Wipro IISc Innovation Network), Bangalore, India

- Designed an Android tablet application to operate a concept autonomous vehicle simulator-emulator. Created a dashboard to display the vehicle parameters and settings in real-time from wireframing to mock-ups and final delivery.

### Intern at Studio XYZ, Chennai, India

Jan 2017 – Jun 2017

+44 7824048050

[samiksha.gharote@gmail.com](mailto:samiksha.gharote@gmail.com)

[linkedin.com/samikshagharote](https://www.linkedin.com/samikshagharote)

[www.samikshagharote.com/](http://www.samikshagharote.com/)

## EDUCATION

### Loughborough University London

MSc Design Innovation Management

Graduation date : Dec 2022

**Relevant coursework:** Design Thinking, Design Research, Service Design Strategy, Innovation Management

**Dissertation:** Research into the UX of women with smart assistant technologies to identify and address biases for the ethical design of AI.

**Awards:** Loughborough University - London Scholarship, Personal Best Award

### RV College of Engineering

Bachelor's Degree in Architecture

Graduation date : Aug 2017

## SKILLS

Interaction Design, Visual Design, Wireframing, Prototyping, User Research, Heuristic Evaluation, Diary studies, Contextual Inquiry, Usability testing, A/B testing, Information Architecture, Sketching, User Flows, Design Systems

**Tools** – Miro, Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Invision, MarvelApp, ProtoPie, Airtable, Zeplin, JIRA.

## CERTIFICATIONS AND COURSES

### Product Management Certification

Duke Corporate Education

2021–2022

### Agile User Experience Design & Research

Linkedin Learning

2023

### Designing with the WCAG 2.2 Guidelines

Linkedin Learning

2023

### UX Research & Strategy

intouxdesign

2022

### UI/ UX design course

Design Boat School, Bangalore

2018