

Radhika Sant

UX Designer

Highly collaborative design professional with 10 years of experience in the field of design, delivering meaningful user experiences in partnership with cross-functional, multidisciplinary teams.

Experience

UX Designer | Ascendum Solutions | Aug 2019- May 2023

- Drove redesign for an existing EHR platform by collecting requirements from primary stakeholders, conducting user research and designing solutions that resulted in a more streamlined, intuitive user experience, optimizing the average 17.5 minutes of physician time for patient care.
- Collaborated with a team of 5 designers to significantly improve the user experience of CarelonRx, Anthem's pharmacy benefits management solution, resulting in a premium service that prioritizes user satisfaction.
- Spearheaded the discovery phase for a philanthropy platform designed to connect community members with 1.3 million verified non-profits.
- Conducted stakeholder interviews, created empathy maps and synthesized user flows to propose solutions that increase engagement with the digital platform and reduce reliance on physical cheques.
- Compiled competitor analysis to identify gaps in product capabilities and create strategies for proposed solutions.
- Conferred with PMs and development teams to prioritize needs, resolve conflicts, develop content criteria and choose strategic solutions.
- Designed wireframes, high-fidelity mockups and clickable prototypes to provide solutions that improve UX and usability, across devices.

Design Intern | Catapult Strategic Design | Jun- Aug 2018

- Co-ordinated with a team of 4 designers on large enterprise packaging projects, focused mainly on nutrition labels for healthy snacks and cereals for brands such as Harvest Snaps, Shrooms and Shamrock Foods.
- Prepared files for production and participated in ideation, brand development and packaging design for Hullabulloo, a new granola mix.

Sr. Graphic Designer | The AdKitchen | Feb 2016- Feb 2017

- Ideated and crafted advertising campaigns for Abu Dhabi Airport duty free shopping festival to drive traffic and increase customer engagement, resulting in a 12.4% increase in annual retail sales.
- Devised solutions to drive pre-sales objectives for one of the largest property developers in Dubai, with a projected sales revenue of \$54.4 million.

Graphic Designer | Brand Terminus | Jun 2015- Feb 2016

- Conceptualized and developed corporate communication materials and websites for real estate clients and restaurants, driving up web traffic and customer footfall.

Graphic Designer | AlterEgo | Jun 2014- Dec 2014

- Visualized and designed websites, print and digital collaterals for a number of clients across industries.

Graphic Designer | Avantgarde India | Sep 2012- Dec 2013

- Designed brand identity and marketing collaterals, and strategized a marketing plan for a new restaurant, to drive customer engagement and sales.
- Developed a week long off-roading experience for the Audi Q7 launch in India.

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Skills

Design

Ideation & Conceptualization
Storyboarding & Sketching
Wireframing
Hi-fidelity designs
Prototyping
Visual Design

Soft Skills

Team player
Proactive
Effective Communicator
Detail Oriented
Problem Solver
Adaptable

Tools

Figma
Adobe: Illustrator/Indesign/After Effects
Jira & Confluence
HTML CSS

Education

Masters 2017- 2019

Visual Communication Design
Arizona State University (ASU),
Arizona, USA

Bachelors 2008- 2012

Visual Communication Design
National Institute of Fashion
Technology (NIFT),
New Delhi, India

Achievements

Outstanding Graduate Award
2019

President

Association of Visual
Communication Designers
2018-2019