Parumita Sachdeva

UX/Product Designer with background in data analytics

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EXPERIENCE

User Experience Designer | Victoria's Secret & Co.

Chicago, Illinois / July 2021 - Present

- Led the UX strategy and design for the rewards program from inception to launch by collaborating with product, engineering, and marketing teams.
- Leveraged research to create information architecture, interaction flows & UI design for the new rewards dashboard, in-store & digital sign up, and checkout.
- The program drove 12M new signups and 2% increase in customer spending.
- Designed a personalized size recommendation experience using existing data & browsing behaviors to boost user confidence in their size choices.
- Partnered with the product manager to plan a series of A/B tests to measure engagement with the recommendations. The enhancements drove a $2M increase in annual revenue and 3% lift in conversion.

Web UX Design Lead | IU Center of Women & Technology

Indiana University Bloomington / August 2020 - June 2021

- Honored with the Outstanding Student Leader Award for exemplary leadership.
- Planned & conducted over 10 design workshops, promoting an engaging learning community among women.

Customer Research Intern | Juniper Networks

Sunnyvale, California / May 2020 - August 2020

- Created a research repository and taxonomy to help centralize and democratize user research. This helped enhance data organization and easy retrieval of customer insights for all cross-functional partners.

User Experience Architect | Indiana University, UX Office

Bloomington, Indiana / Jan 2020 - June 2020

- Collected and analyzed user data from over 20 interviews, composing 3 research reports to guide decisions for IU's web design frameworks.
- Proposed a redesign to one of the widely used intranet platforms of Indiana University to improve consistency and usability based on the new design system.

User Experience Designer | Story Digital

Delhi, India / Jan 2019 - June 2019

- Collaborated with a crossfunctional scrum team to build a grocery app for one of our clients. Ideated, conceptualized, conducted research, and designed the complete prototype having user flows and 60 high fidelity screens using Google's material design guidelines.

Data Analyst | Sentieo

Delhi, India / Feb 2017 - Oct 2018

- Conducted financial data mining and qualitative research on global companies, with a focus on their business and financial aspects to surface, visualize, and share the insights with investors on Sentieo's platform.

EDUCATION

M.S. Human-Computer Interaction + Design

Indiana University Bloomington

May 2021 / GPA: 4

B.A.Economics

University of Delhi

May 2016

SKILLS

Tools

Figma	HTML/CSS
Sketch	Invision
Adobe CC	Axure

Design

Wireframing, Prototyping, Interface Design, Strategic Design, Interaction Design Information Architecture, User Flows, Typography, App Design,Web Design

Research

User Interviews, Competitive Analysis, Co-Design Heuristic Evaluation, Usability Testing, Card Sorting, Contextual Inquiries, Data Analysis, Affinity Diagramming

LEADERSHIP

Design Mentor | ADPList

Incubator Project | ViLearn

UX Speaker & Writer