

RIDDHI SANGANI

UX Researcher & Designer

☎ +91 8928565925 ✉ riddhi.jsangani@gmail.com 🔗 [linkedin.com/in/sangani06/](https://www.linkedin.com/in/sangani06/) 🌐 riddhisangani.com

PERSONAL PROFILE

UX researcher and designer with 5+ years of global experience transforming complex challenges into intuitive, user-centric digital products. Proven track record of improving engagement (+130%) and customer satisfaction (95%) through strategic research, iterative design, and data-driven decisions. Experienced in working across B2B, SaaS, and consumer platforms in cross-functional, agile environments.

SKILLS

- **Design:** Information Architecture, Interaction design, Wireframing, Rapid Prototyping, Accessibility compliance.
- **Research & Testing:** User Research, Competitive Analysis, Persona Development, Affinity Mapping, Surveys, User Interviews, Card Sorting, Usability Testing, A/B Testing, Google Analytics.
- **Project Management & Tools:** Stakeholder Management, Agile (Scrum), Kanban, Figma, Adobe XD, Miro, Notion, Jira, Confluence.

PROFESSIONAL EXPERIENCE

UI/UX Designer, Freelance

Client: LineupX, Mumbai, India

Dec 2024 - Current

- Designed a responsive, end-to-end user interface for a web and mobile SaaS platform connecting employers and colleges, streamlining hiring workflows.
- Created comprehensive user flows covering end-to-end scenarios from happy paths to edge cases, aligned with market research and development team input.
- Refactored the existing design language, improving information hierarchy, providing clear interaction cues, and intuitive filter placement, resulting in a more user-friendly and engaging interface.
- Engaged the cross-functional teams during the initial stages of information architecture and prototyping to address technical constraints (e.g. auto-populating vs. dropdown fields), preventing multiple iterations.

Client: NAF-Halsbach, Germany

Jan 2024 - Oct 2024

- Led the end-to-end redesign of a B2B SaaS application that enabled vendors to remotely manage hot and cold food vending machines controlling temperature and compression, tracking inventory and sales, analysing customer preferences, managing invoices, and filing taxes, resulting in a 42% increase in user adoption.
- Improved navigation and usability by conducting two rounds of card sorting and tree testing, resulting in a streamlined information architecture with 12 intuitive headings.
- Oversaw project and daily operations by defining scope grounded in user research, creating timelines, setting priorities, and aligning deliverables. Maintained daily client communication and collaborated closely with cross-functional teams to ensure seamless execution.

UI/UX Designer, Apeiro Technologies, USA

Apr 2020 - Dec 2023

UX Designer, AbbVie, USA

Apr 2021 - Dec 2023

Co-led product ownership and UX design for a custom dashboard application, enabling 2,000+ users including directors, managers, and field agents to make informed strategic and operational decisions using real-time insights on productivity, patient enrolment, shipments, and financial metrics. Also led the redesign of an enterprise-wide employee verification application, streamlining the process for employees to upload and maintain accurate, up-to-date records.

- Increased user base by 130%, retention by 38%, and reduced page rendering time by 12% for a custom strategic data dashboard enterprise application, empowering 2000+ employees to track patients, shipments & productivity metrics for informed decision-making.
- Spearheaded the redesign of an employee verification web-application used across AbbVie, resulting in stakeholder buy-in and an 82% reduction in cognitive load by addressing the 7 high-severity heuristic violations.
- Conducted surveys with over 1000+ users to uncover gaps in usage patterns and user satisfaction, identifying that the app underperformed against user expectations by over 70%.
- Conducted surveys (1,000+ users) and interviews (12+) to identify and address 5 key user pain points.
- Facilitated collaborative brainstorming with 8 key stakeholders to address critical issues, resulting in a UX roadmap of 45+ actionable user stories.
- Developed user personas, journey maps, and user flows to deeply understand user motivations and pain points, leading to more intuitive and goal-aligned designs.
- Iterated from lo-fi wireframes to high-fidelity prototypes in Figma, ensuring alignment with business objectives, user needs, and technical feasibility.
- Reduced prototyping effort by at least 50% by creating and scaling a centralized Figma design library, ensuring consistency and faster iterations.
- Facilitated stakeholder workshops and mentored junior designers in UX principles and tools.

UX Designer, Reach4Help, USA

Apr 2020 - Apr 2021

Led the end-to-end design of a web and mobile social networking app that promoted safe, collaborative interactions during the pandemic. The platform automatically matched volunteers with residents in need of support — such as grocery or medicine delivery and companionship — based on criteria like availability, proximity, and fulfilment history.

- Designed a responsive web and mobile application leveraging sentiment-analysis to streamline volunteer management system for a B2C company, increasing volunteer matching efficiency by 32% and reducing application processing time by 54%.
- Achieved a 95% customer satisfaction rate by leading in-depth user interviews with top customers and resolving 4 key themes of pain points related to user engagement.
- Conducted a detailed market analysis of 5 competitor applications, focusing on their search functionality, activity pipeline feature, and overall user experience.
- Created detailed user journey map and user flows for each functionality to addresses the user pain points and expectations.
- Achieved WCAG compliance by prioritizing accessibility across contrast, font sizes, keyboard navigation, and semantic HTML structure.
- Led moderated usability testing with 5 users using a clickable prototype, analysing key metrics like navigation clarity, CTA placement, and UX copy, resulting in a 70% success rate.
- Collaborated with developers and product managers during sprint cycles to ensure design feasibility, reduce handoff friction, and meet product deadlines.

UI Analyst, Strategis LLC, Boston, MA, US

Oct 2018 - Dec 2019

Developed a web and mobile application that scrapes interest rates from PCT Federal Bank to support dynamic EMI calculations, allowing users to visualize repayment patterns through amortization charts and other formats by inputting custom parameters.

- Enhanced monthly EMI calculation application by integrating web scraping to dynamically extract interest rate data from PCT Federal bank's website, achieving a 20% improvement in accuracy in EMI calculations.
- Developed user journey maps and detailed user flows, to visualise the end-to-end experience and ensure a seamless, intuitive user experience.
- Conducted heuristic analysis to analyse the UI, navigation, and the usability of the existing website uncovering 25+ critical issues.
- Collaborated with four cross-functional teams to gather requirements, prioritize features, and ensure alignment with both business objectives, user needs, and technical feasibility.

- Designed and developed a responsive web and mobile application using JavaScript libraries, delivering intuitive user interactions and dynamic experiences that enhanced user satisfaction across key features.
- Actively participated in Agile methodology by working in sprints and engaging in key Agile ceremonies such as sprint planning, reviews, and retrospectives to evaluate progress and continuously improve team performance.

UX Designer (Intern), Seaside Sustainability, Boston, MA, US

Feb 2018 - Aug 2018

Led the end-to-end design and migration of an ed-tech company's website, focused on educating Massachusetts schools about coastal life, from Squarespace to Wix, enhancing content, media, and animations to boost user engagement and user retention.

- Led the migration of the company website from Squarespace to Wix.com platform, strategically aimed at enhancing engagement with local educational institutions on preserving coastal ecosystems.
- Designed and implemented intuitive navigation menus, clear call to action, and interactive design on the Wix platform that improved user engagement by 10% and boosted volunteer sign-ups by 7% in 3 months.
- Enhanced click-rates by 15% through strategic A/B testing of section titles and button variations on the 'How to help' screen, improving user engagement and website usability.
- Managed a remote intern team, improving delivery coordination and team alignment.

EDUCATION AND QUALIFICATIONS

MS Computer Science, SUNY Albany, USA

Aug 2016 - Aug 2018

BE Electronics and Telecommunication, Mumbai University, India

Aug 2012 - Jun 2015

CERTIFICATIONS

- **Web Design: Strategy and Information Architecture,** Coursera **Jan 2021**

ACTIVITIES & INTERESTS

- Creator: [@TheDesignerEvolution](#) — UX education
- Graphic Designer for YouTube: [@wishiknewthatbefore](#)
- Design Hackathons: UXHack, Design Buddies