

# SANJANA BHAT

sanjanabhat9000@gmail.com | +91 9742101242 | Bangalore, India | Portfolio: [sanjanabhatstudio.online](https://sanjanabhatstudio.online)

## Summary

Innovative UX/UI Designer with a strong foundation in Interaction Design and Human-Computer Interaction. Expertise in user research, interaction design, and prototyping drives the creation of intuitive digital experiences. I focus on simplifying complex problems, creating seamless interactions, and designing interfaces that are both functional and engaging. Driven by curiosity and a strong attention to detail, I aim to deliver meaningful experiences that balance user needs with business goals.

## Skills

<ul style="list-style-type: none"><li>• UX Design</li><li>• UI Design</li><li>• User Centric Design</li><li>• Prototyping</li><li>• Design Systems</li><li>• User Research</li><li>• User Testing</li></ul>	<ul style="list-style-type: none"><li>• Stakeholder Collaboration</li><li>• UI Design Tools</li><li>• Design Thinking</li><li>• Competitive Analysis</li><li>• Critical Thinking</li><li>• Creative problem solving</li><li>• UX research methods</li></ul>
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## Experience

### CORR XP | Mumbai, India

#### Lead- UX/UI Designer

01/2026 - Current

- Led end-to-end design of the company website, improving user experience and simplifying navigation for B2B users in the corrosion chemicals domain
- Delivered wireframes, prototypes, and high-fidelity UI designs that streamlined product discovery and inquiry flow, improving user engagement
- Transformed complex technical product information into user-friendly layouts and intuitive information architecture, enhancing comprehension for B2B users
- Conducted stakeholder discussions to understand business goals and user needs (engineers, contractors, procurement teams)
- Collaborated with developers to ensure accurate implementation and smooth design handoff
- Established consistent UI components and style guidelines that ensured brand consistency across digital touchpoints
- Designed supporting marketing materials (brochures, pamphlets, product sheets) aligned with the website experience

### SHUPPA | Dublin, Ireland

#### UX/UI Designer

02/2025 - 12/2025

- Designed intuitive mobile-first experiences for a rapid grocery delivery platform, optimizing flows for speed, convenience, and high-frequency usage.
- Created end-to-end user journeys including onboarding, product discovery, cart, and ultra-fast checkout tailored for 10-minute delivery expectations.
- Conducted user research and usability testing to identify friction points in time-sensitive interactions, improving overall task completion rates.
- Developed wireframes, interactive prototypes, and high-fidelity UI designs using **Figma** and **Adobe XD**.

- Improved checkout efficiency and reduced drop-offs by simplifying payment flows and minimizing steps in the purchase journey.
- Designed responsive interfaces and ensured accessibility and usability across diverse user groups.
- Optimized product listing pages, search, and filtering to enhance product discoverability and reduce decision time.

## **INFOSYS x WONGDOODY | Bangalore, India**

### **Lead - Experience Designer**

*02/2021 - 09/2022*

- Spearheaded the redesign of Bank of America's online banking platform, focusing on user-centered design and usability testing to enhance customer satisfaction and increase engagement.
- Designed and implemented predictive analytics for personalized financial insights, mobile check deposit, and biometric authentication, improving user security and engagement.
- Conducted mixed-method research (user interviews, usability testing, A/B testing) to inform design decisions and optimize user flows.
- Created high-fidelity prototypes and design specifications, developing a comprehensive design system for effective engineering implementation and consistency across the platform.
- Facilitated stakeholder interviews and collaborated with cross-functional teams to integrate research insights with business objectives and product strategy.
- Analyzed user data, identified opportunities for improvement, and provided actionable insights to product leadership.

## **BOOK MY SHOW | Bangalore, India**

### **Internship + Junior UX Designer**

*01/2020 - 12/2020*

- Redesigned ticket booking flow, enhancing conversion rates and user engagement through optimized user journeys based on usability research and feedback.
- Launched 360-degree ticketing feature, boosting customer satisfaction by enabling virtual seat previews.
- Conducted usability testing to gather user feedback, refining user interface in alignment with business objectives.
- Collaborated closely with cross-functional teams (marketing, product, and engineering) to align design decisions with business goals and user needs.
- Prioritized features using data analytics to drive product decisions, resulting in measurable improvements in user experience.

## **Education**

### **University College Dublin | Dublin, IE**

**MSc in Human Computer Interaction**

*09/2021 - 12/2023*

### **PES University | Bangalore, India**

**Bachelor's in Interaction Design**

*06/2016 - 07/2020*

## **Websites, Portfolios, Profiles**

<https://www.linkedin.com/in/sanjana-bhat-450148159/>

**Portfolio:** [sanjanabhatstudio.online](http://sanjanabhatstudio.online)

## **Research**

- 1) Application of AI in Mental Health Sector, 2022
- 2) Optimizing User Experience for Medical Emergency Response in Rural Areas, 2020