

# Sana Kachwala

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(+91) 9870-200089

Senior UX Designer with 4+ years of experience leading 16+ projects and teams in the Fintech, Ed-Tech, Entertainment, Real Estate, and Legal SaaS space. Experience collaborating cross-functionally with Product, Business, and Engineering partners, to design web and mobile digital products, that translate complex processes into simple solutions. Considers user needs, business goals, and technical constraints to inform design team strategy, visual design decisions, and UX priorities.

## Work Experience

### Senior Product Designer | Beyond Design

May 2022 - Nov 2023 / Mumbai, India

- Drove design initiatives from concept to launch for 10+ stakeholders, drastically increasing user satisfaction and helping clients receive **funding from MeitY Startup Hub and Google**.
- Led end-to-end development, release, and post-release iterations of MoneyMore, a UK-based fintech startup within the BNPL industry. The launch of the MVP resulted in a **30% increase in brand partnerships** within the first quarter **raising over \$2 million**.
- Implemented a personalised recommendation algorithm for the home page of Parentune, a community app for parents with over **2 million customers** in India, utilising machine learning techniques to analyse user behaviour and deliver tailored content, leading to a **20% increase in click-through rates**.
- Collaborated with legal consultants to integrate AI technology into a digital contract management platform, improving their users' commenting experiences, resulting in a **40% reduction in time spent** on contract creation and management tasks.

### UX Design Specialist | Beyond Design

Oct 2021 - Apr 2022 / Mumbai, India

- Led a 2 member design team to redesign and launch an innovative mobile app, Petzzing, (iOS and Android) for pet owners and pet care providers. Conducted contextual inquiries and stakeholder workshops to create the UX designs that led to a **reduction of user drop-offs by 45%, increased active users by 4X, and revenue growth by 30%**. The app store ratings improved from **3.5 to 4.8** after the redesign.
- Grew Beyond's design team by recruiting and mentoring 4 product designers and led the experience team in design thinking, user research, and service design methodologies till execution.
- Explored the future of search and content discovery for Chef's a porter. Led the design sprint workshop, presenting the final prototype and design recommendation to senior leadership. Achieved a **25% boost in user satisfaction and a 30% increase in booking rates** with research-driven interface enhancements.

### Associate UX Designer | Beyond Design

Oct 2020 - Sept 2021 / Mumbai, India

- Developed corporate identity guidelines and design standards to create a cohesive brand culture across all touchpoints, attracting **5 clients per quarter** and resulting in an **8% rise in customer trust in 5 months**.
- Led UX/UI design for an enterprise management tool that bridged siloed teams. Boosted cross-team collaboration and **user task success from 40% to 86%** through extensive usability testing on clickable prototypes.

### Product design Intern | Groupe Seb

Mar 2019 - Sept 2019 / Lyon, France

- Contributed to user research and concept generation of Tefal Inicio Steam iron for the Brazilian market segment that was **successfully launched in Nov 2019**

## Skills

### Design

UX strategy  
Wireframing/ Prototyping  
Interaction Design  
Information Architecture  
Visual Design  
Experience mapping  
Design systems  
User Research  
Heuristic Evaluation

### Tools

Figma, Adobe XD,  
Sketch, Miro, InVision,  
JIRA, Adobe Creative  
Suite, Premiere Pro

## Education

### Institut Supérieur du Design Rubika

Masters in Product  
Design Management  
Aug 2014 - Mar 2020

## Certifications

AI for Good Specialization

Bank of America Women's  
Entrepreneurship Program

Google UX Design  
Specialization

Design Led Strategy: Design  
thinking for business  
strategy and  
entrepreneurship

Google Project Management

IBM's Enterprise Design  
Thinking Practitioner

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## Work Experience (contd..)

### UX Design Intern | Fractal Design Ink

Jul 2018 - Sept 2018 / Mumbai, India

- Responsible for defining the tone of voice, style guide, and illustration style, to provide delightful interfaces across iOS and Android platforms.
- Established user testing protocol and synthesized user research findings that **reduced user queries by 20 %** and improved conversion for critical flows.

### Product Design Intern | Teqzo Design Consulting

Aug 2017 - Jan 2018 / Bangalore, India

- Successfully generated a **35% increase in user engagement** to the studio website by redesigning the daily newsletter with new promotions and flash sale
- Facilitated cross-functional workshops and design sprints for new product ideation that helped identify problems and collaboratively produce innovative solutions.

## Leadership Experience

### 48in48, Team lead | Sept 2023

- Led a team of 5 in a 48-hour global hackathon building websites for non-profits

### Design Cohort, Founder | May 2023 - Present

- Community that connects students to employers and industry professionals by organizing networking events

### Global Jam, Track Coach | Mar 2022

- Guide teams through the design process, helping them to innovate and develop new ideas

### Designed.org, Mentor | Feb 2023 - Present

- Mentor aspiring designers with portfolio reviews and career advice

## Other Clients

### Synctom, Paris | Sept 2018 - Feb 2019

Design for zero waste in the gardening sector

### Steelcase, Hongkong | Mar 2017 - Aug 2017

Design solutions for agile-based work models in large companies

### Super Retail Group, Australia | Sept 2016 - Feb 2017

Aquashoes suitable for outdoor activities

### Samsonite, Belgium | Jun 2018

Sustainable luggage bag redesign

## Achievements

### Adexe Watch competition

Adexe Watches UK

Selected as top 5 product design entry from over 150+ submissions

### Investor's Choice Award

Design Talent x Kinetic

Experience Design Masterclass (mentored by Lubna Malik & Lewis Murphy)

### Academic Excellence Award

Institut Supérieur du Design Rubika

Outstanding academic achievement