Sarayu Krishna

Product Designer

www.sarayukrishna.com
sarayu.krishna11@gmail.com
845-588-5114

Creative and adaptable Product Designer with 5+ years of experience in the design industry and a background in fashion design. Skilled in visual design, product strategy, color theory, collaboration, and leadership. Adept at solving complex problems and thriving in fast-paced environments. Passionate about building products that make the world little bit more efficient and beautiful.

Work Exprience

Shoptaki UI/UX Designer (Contract) 03/23 - 06/23

- Redesigned a unified digital identity mobile application that securely stores users important documents (government IDs, healthcare records and financial information)
- Analyzed current user experience through usability tests and competitor analysis. Identified design inconsistencies resulting in user drop-off.
- Based on results of research, AB testing, and collaboration with business stakeholders, designed new UI resulting in ease of use and better user flow throughout app

Athleta Associate Designer, Color 03/19 - 10/22

- Built category color palettes with flow and outfitting strategy that expressed elevated point of view and supported overall business goals
- Conducted competitor and customer research, keeping informed of all relevant trends, while keeping a customer and brand-focused lens
- Presented color and concept vision during cross-functional meetings, making sure product strategy was aligned for market success
- Created and updated processes within the color team to maximize efficiency and create consistency across several seasons

Fermata Health Brand & Logo Designer 8/22 - 9/22

- Created company branding and logo in partnership with CEO
- Collaborated with web design team to implement branding into website

Projects

KIT Product Designer 11/22 - 01/23

- Designed a mobile application that enables users to maintain and strengthen long-distance friendships.
- Surveyed 70+ individuals and conducted in-depth user research, gaining valuable insights into overarching behavioral trends
- Created user personas and empathy maps synthesizing users' needs, desires, and pain points.
- Generated sketches and wireframes, iterating upon them to refine the design.
- Conducted extensive usability testing on the final high fidelity prototype, incorporating user feedback to make iterative improvements.
- Received positive feedback from users, affirming the value and efficacy of the product.

PostUp Product Designer 02/23

- Completed modified google design sprint and designed an ios app that helps users locate places to work remotely
- Synthesized research, identified pain points, mapped out user flows, created sketches and prototypes
- Created a hi-fidelity prototype and conducted usability testing to iterate and validate solution

Education

Springboard
UX Design Certification
08/22 - 06/23

Pratt Institute
Fashion Design, BFA
Presidential Merit Scholarship
09/14 - 06/18

Tools + Skills

Design Tools

Figma
Adobe Creative Suite
Miro
Sketch
Notion
Marvel
Vstitcher
PLM
Microsoft Office Suite

UI/UX Design Skills

Wire-framing
Prototyping
Usability testing
Design System
Information Architecture
User flows
Empathy Mapping
User Research
Sketching

Soft Skills

Communication
Collaboration
Self-Starter
Adaptable
Problem-Solving
Empathy
Curiosity
Resilience