



Yashika Saxena

UX Designer

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PROFILE

Detail-oriented Experience Designer with a strong background in interaction design and user research. Double master's graduate in design, i have a passion to translate user needs into intuitive interfaces. Proficient in English and learning German, I bring a multicultural perspective to creating impactful designs.

WORK EXPERIENCE

Lead Experience Designer

wongdoody.com

WONGDOODY + Infosys | Bengaluru, India | Oct'21 - Sep'23

- Managed and coordinated with various stakeholders in a B2B and B2C setup to ensure a seamless user experience throughout the design and development process.
- Used data-driven insights to improve on the design strategy, resulting in a 20% increase in conversion rate.

Senior Architect

Anil Architects and Engineers | Bareilly, India | Dec '18 - Jun '19

- Experience in various aspects of project management and overseeing on-site implementation.

Architect

Sagun Architects | Bareilly, India | Jun '18 - Nov '18

- Ability to navigate different stages of a project effectively and ensure successful outcomes.

EDUCATION

Technische Hochschule Ingolstadt

thi.de

Masters in User Experience Design | Mar'24 - Sep'25

- Subjects - Research Methods in HCI, Visual Interface Design, Mobile App Prototype, Interaction Design, Multimodal Interaction Systems, Agile Project Management, Design Strategy and Management, Global Entrepreneurship and Leadership, AR/VR Development

School of Planning and Architecture

doidspa.in

Masters in Industrial Design | Grade - 2,2 | Jun'19 - Mar'21

- Subjects - Human Factors in Design, Form Studies, Design History and Theory, Social Design, Design Management, Product detailing

Dehradun Institute of Technology

dituniversity.edu.in

Bachelors in Architecture | Grade - 2,0 | Jun'13 - Mar'18

- Spatial awareness, design thinking, attention to detail, and requirements gathering skills to create user-centered solutions with a focus on iterative design processes.

SKILLS

- Strategic Design, Qualitative and quantitative research methods, User Interface (UI) Design, Wireframes, Information Architecture, User Flows, Usability tests, Critical Thinking, Multimodality Systems
- Figma, Adobe XD, Sketch, Maze, Loop11, Adobe Photoshop, Adobe Illustrator, Adobe After Effects

LANGUAGES

English | Full professional proficiency | C1

German | Elementary proficiency | A2

VOLUNTEERING

Design Degree Show

DoID, SPA

Annual Project Showcase | SPA, New Delhi | Mar ' 18

UNESCO

World Heritage site nomination of Munsiri in collaboration with Wildlife Institute Of India (WII) | Dec ' 15

- Intense research with on site explorations for 5 villages in the hilly region in Uttarakhand.

PROJECTS

CN Railways, Canada

Logistics and Supply chain management | B2B

- Integrated multiple CN tools to streamline the booking process, resulting in a 25% increase in efficiency

US Based Retail Giant

Retail Logistics | B2B

- Developed customized reporting dashboards for retail partners, leading to a significant % of reduction in order discrepancies.

ACHIEVEMENTS

WONGDOODY Award

wongdoody.com

'Most Promising Designer' for the project | CN Railways

GATE Scholat

All India Rank 112 | Awarded by Indian Institute of Science (IIS) and seven IIT's

Main Design Trophy

2nd Position | NASA, 2014