

# Sanjana Maiti

## Product & UX Designer

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### PROFILE SUMMARY

Product & UX designer with experience in enterprise UX, focused on simplifying complex systems and workflows through cross-functional collaboration. Skilled in user research, heuristic evaluation, scalable design systems, interaction design, generative AI tools, wireframing and high-fidelity prototyping.

### EXPERIENCE

#### Product Designer 1

##### ValueLabs

August 2025—November 2025, Hyderabad, India

- Designed UX for 3 enterprise applications across insurance, crypto, and fleet management, producing 30+ production-ready screens within established design systems
- Developed high-fidelity interfaces and interactive prototypes, improving usability and reducing design rework by 20–25%
- Translated complex product requirements into scalable UI components through close collaboration with product managers, engineers, and stakeholders
- Leveraged AI-assisted ideation to accelerate early-stage exploration and align stakeholders on design direction

#### Product Design Intern

##### UiPath

July 2024—January 2025, Bangalore, India

- Led end-to-end product design for Access Management and Dashboard features within Communications Mining, an enterprise SaaS platform at UiPath.
- Conducted heuristic evaluations across 10+ workflows, identifying usability gaps and informing design direction
- Structured a scalable permission matrix and information architecture, mapping users, roles, and user flows to simplify complex authorization logic
- Delivered 50+ final screens through wireframing, high-fidelity UI, and prototyping in collaboration with cross-functional teams
- Iterated designs through user testing and reviews, balancing usability, technical constraints, and system consistency
- Improved usability by 70% across role-based workflows while maintaining scalability and design system alignment

#### Freelance Designer

##### Self-employed

September 2021—June 2022, India

- Created 10+ design projects across logos, menu designs, and digital illustrations for individuals and small businesses
- Produced 25+ visual assets including brand marks, menus and custom illustrations

#### Design Intern

##### Archana Kochhar

January 2021—July 2021, Mumbai, India

- Supported end-to-end design for 2 luxury couture collections, contributing to 25+ design assets across research, concept development, and execution
- Made 15+ visual concepts, graphics, and communication assets aligned with brand aesthetics and seasonal narratives
- Translated design concepts into production-ready outputs through detailed layouts, documentation, and coordination

### AWARDS & ACHIEVEMENTS

- Longlisted (Top 5), Information Is Beautiful Awards 2024 — Data Visualization Society
- Winner, D'Source Design Challenge 2023 — IIT Bombay (IDC School of Design)
- Published Paper: Youth Unemployment in India, RSD-13 Conference 2024 — Oslo School of Architecture & Design
- Member, Social Media Team & Placement Drive 2023 — National Institute of Design
- Red House Captain & Vice Captain, St. Xavier's School

### EDUCATION

#### Master of Design (Information Design)

National Institute of Design, Bangalore · 2022—2025 · CGPA: 8.4

#### Bachelor of Design (Fashion & Communication Design)

National Institute of Fashion Technology, Mumbai · 2017—2021 · CGPA: 8.7

Senior Secondary (CBSE – PCMB), St. Xavier's School, Haldia · 2017 · Percentage: 94.8%

Secondary (WBBSE), St. Xavier's School, Haldia · 2015 · Percentage: 93.5%

### SKILLS

- UX & Product Design: User Research, Information Architecture, Interaction Design, Wireframing, High-Fidelity UI, Prototyping, Usability Testing, Heuristic Evaluation, Design Systems, Accessibility
- Information & Data Design: Data Visualization, System Mapping, Data Analytics, Visual Storytelling, Power BI, Flourish, Mapbox
- Tools & Front End: Figma, FigJam, Adobe Suite, MS Suite, Miro, HTML, CSS, Python (Basics), Generative AI Tools: ChatGPT, Claude