Sahej Sahni
Product Designer

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PRIMARY SKILLS

User Experience Design

User Interface Design

Wireframing & Prototyping

Brand Strategy & Design

Graphic Design

SECONDARY SKILLS

Web Development

Copywriting

Brand Strategy

Video Editing

Motion Design

STACK

Figma	Adobe XD
Illustrator	Photoshop
After Effects	Premiere Pro
VS Code	Eleventy
Webflow	WordPress
HTML/CSS	Bootstrap
JavaScript	Spark AR
GSAP	Vue JS

CERTIFICATIONS

Emotional Design (Top 10% Distinction)
Interaction Design Foundation (IxDF)

HTML, CSS, and Javascript for Web Developers
The Johns Hopkins University (Coursera)

Brand Identity and Strategy
IE Business School (Coursera)

UX Design for Beginners (Top 10% Distinction)
Interaction Design Foundation (IxDF)

Google Analytics for Beginners
Google Analytics Academy

WORK EXPERIENCE

Product Designer
Crooze App   Jan 2022 - Present

- Aligned stakeholder visions and established foundational **Brand Strategy** with 6 different **workshops.**
- Lead first **UX Research** with **surveys** (500+ responses) **Interviews** and **Competitive Analysis** (100+ vertices in 9 clusters).
- Created Crooze 2.0 **Design System** to speed up prototyping and unify interface with timeless designs.
- Designed Campaigns and built 2 **Augmented Reality** filters that brought 10,000+ impressions through Instagram.
- Established templates and guidelines to save resources spent on Social Media cutting down **time spent by 50%** and **200% increase in followers**.

Designer
Clay Pot Studio - Self-Employed   Jan 2019 - Present

- Helped **50+ businesses** with designs that pay-off.
- Designed App and Website **User Interfaces**.
- Ran **Brand & Content Strategy workshops** to simplify brand communication leading to up to **80% decrease** in jargon.
- Conducted rapid 30-min **UX design strategy** sessions with clients.
- **Built 30+ websites** with JAMStack, WordPress & Webflow.

Product Designer & Brand Strategist
Skilsta   Sept 2019 - Nov 2020

- **Led all creative & marketing** efforts while launching Skilsta 2.0.
- Founding UX designer on board.
- Revised **brand identity** and established **brand guidelines** across every touchpoint.
- Introduced **5 new features** and collaborated with the outsourced development team of 4.
- Re-designed the **User Interface** of the **app** and **website** with **200+ screens**.
- Brainstormed **Marketing strategies** and turned them into **3 campaign decks**.
- Created the **investment deck** with data visualisations, metrics and **29 slides**.

Graphic Designer & Social Media Manager
Skilsta   July 2019 - Sept 2020

- Created **75+ graphic templates** for social media posts.
- Drove to a **180% increase in engagement rate** in the first month.
- Turned a single logo to a defined **brand identity**.

Creative Associate
TurningIdeas Ventures   Jun 2019 - July 2019

- **Designed 20+ Creatives** for Web and Social Media.
- Shot and **Produced Video interviews** with more than 30 startup founders.
- Designed **Brand Identities** for partner companies.

EDUCATION

BA (hons) English - 7.5 CGPA
Maharaja Agrasen College, University of Delhi (2019 - 2022)