

SANAYA BHATIA

User Interface and Experience Designer (UI/UX)

PROFILE

// CONTACT

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// EDUCATION

University of Toronto,
Honors Bachelor of Arts (H.B.A)

Major – Media Studies
Minor – Digital Humanities, English

// SKILLS

// Figma
// Adobe XD, Photoshop
Illustrator and Spark.
// Sketch
// Miro
// Neatline
// WordPress
// Wix
// Squarespace
// Mailchimp
// Hootsuite
// Google Analytics
// Sitecore
// Tableau Software
// MS Office (Word, PowerPoint and Excel)

// HONORS & AWARDS

Gordon Cressy Student Leadership, 2019.

Lifetime Membership Award,
Woodsworth College, 2019.

WCSA Executive 2015 award, 2019.

// INVOLVEMENT

News, Arts & Culture Columnist for The
Varsity Newspaper
2017 – 2019

University of Toronto Policy Review
Committee
2017 – 2019

Founder, Humans of Woodsworth
2018 – 2019

EMPLOYMENT EXPERIENCE

// SHORTLIST PROFESSIONALS | Mumbai, India.

UI/UX Designer | October 2020 – Present

- Strategized and conceptualized a comprehensive UI/UX design strategy for a new product called Career Success.
- Produced high quality UI and UX design solutions through wireframes (high fidelity and low fidelity), visual and flow diagrams, storyboards, site maps, and prototypes.
- Conduct layout adjustments and create responsive designs based on user feedback.
- Collaborated with the project coordination team and fellow designers to ensure the creation and delivery of tailored experiences for customers.
- Tested UI elements such as CTAs, banners, page layouts, page designs, page flows, and target links for landing pages.

// AS INTERIOR ARCHITECTS | Mumbai, India.

Interaction Designer (Shadow) | December 2019 – September 2020

- Worked with cross-functional teams to innovate designs and ensure optimization across all channels.
- Designed UI elements for the landing pages of client-project showcases.
- Prepared and presented design solutions through mockups (high fidelity and low fidelity) to internal teams and key stakeholders.

Junior Designer | December 2019 – September 2020

- Supported the creative elements of projects, including end-to-end design using AutoCAD.
- Helped in providing quality control over design outputs and production.
- Accountable for on time delivery of design and creative projects, ensuring commercial success. Collaborated with the design team and freelancers as required.

// FORESTERS FINANCIAL | Toronto, ON.

Digital Intern | December 2018 - May 2019

- Updated the Sitecore asset library and created a reference manual for internal use.
- Researched and implemented new practices for asset management organization.
- Ensured maintenance and renewal of more than 100 Foresters Financial domains.

Corporate Communications Intern | May 2018 – August 2018

- Worked on the product development and structure of 'InfoHub' – an internal employee portal.
- Collected and reported metrics for InfoHub. Evaluated weekly statistics on Sitecore and Google Analytics to improve employee interaction.
- Created weekly content for InfoHub. Implemented a new section within InfoHub to improve employee engagement, i.e. 'AboutMe' series.
- Assisted on ongoing projects such as shadowbox posters, Sitecore initiatives, post development, social media campaigns, in-house communication projects and executive emails.

OTHER EXPERIENCES

// University of Toronto - Woodsworth College Students' Association – Vice President of Public Relations (2018-2019), Associate Director of Public Relations (2017-2018), Services & Initiatives Assistant (2016-2017).

// University of Toronto – Residence Front Desk Porter | June 2017 – January 2019

// University of Toronto – Campus Tour Guide | September 2016 – April 2018

// The Label Corp – Home & Design Intern | July 2016 – August 2016

// Grey Advertising Worldwide – Digital Marketing Intern | June 2016 – July 2016

// Neterwala & Aibara – Business and Development Intern | May 2014 – June 2014