

# Sugandh Agrawal User Experience Designer, San Jose, CA

www.sugandhagrawal.com | www.linkedin.com/in/sugandhagrawal/ | sugandhagrawal@gmail.com | +1 (628) 488-7970

## Experience

DECEMBER 2023 — AUGUST 2024

### Social Impact Partner, Product Design | CNN Digital | New York, USA

- Co-led the social impact project to analyze the evolving news consumption behavior of Gen-Z by conducting user research, interviews, and workshops with over 40 participants and 9 subject-matter experts to promote media literacy.
- Developed solutions for the CNN app to foster healthier intergenerational opinion-sharing with a communication platform in the CNN app, positively impacting its 150 million visitors globally, using design strategy in social innovation.

MAY 2022 — JUNE 2023

### Senior Product Designer | Ola | Bangalore, India

- Led the design innovation of key features of Ola Electric Scooters' Human-Machine Interface (HMI) and App, like Access Control System (Geo-fencing), Themes, and Tamper Detection, resulting in thousands of positive reviews by 2 million users nationwide. Ola is India's leading EV manufacturing and ride-hailing company valued at \$5.4 Billion.
- Redesigned the Map Layer & Navigation App of Ola Maps Ecosystem and increased HMI's engagement by 43% and user satisfaction by 51%, while maximizing safety, usability, and user control within software and hardware constraints.
- Refined information architecture, user flows, and design systems on Ola's Ride-hailing, Insurance, and Finance projects to successfully balance technical constraints and business goals with users' needs for 8 design projects.

FEBRUARY 2021 — APRIL 2022

### Product Designer | AppsForBharat | Bangalore, India

- Created the zero-to-one user experience of and grew the Lifestyle App for the 'Next Billion Users' to 2 million Monthly Active Users in a year while maintaining 55% D1 Retention, with Music Streaming, Social, Calendar, and Gamification.
- Collaborated closely, as the Founding Product Designer, with the founder, engineers, data, marketing, and product teams, on data-driven optimizations and an App Revamp that resulted in a 28% increase in session time and 32% acquired users via social media growth channels, ensuring accessibility and inclusivity for first-time smartphone users.

JANUARY 2020 — JANUARY 2021

### User Experience Designer | Trell | Bangalore, India

- Optimized the Feed section of Trell, India's leading short video social commerce app with 10 million daily active users (valued at over \$120 Million), increasing the app's D1 Retention from 13% to 35%+, and D7 Retention from 4.6% to 21.7%.
- Developed wireframes, prototypes, and user flows, for the Content (Blog, Videos) Creation Tools contributing to a 2x increase in the First Time Creation Conversion funnels, and a 30% increase in the Overall Creation Conversion Funnel.

## Education

AUGUST 2023 — AUGUST 2024

### Master of Design, Interaction Design | California College of the Arts | San Francisco, USA

## Certification

### Certified Usability Analyst (HFI CUA) Training | Human Factors International (HFI)

## Skills

Figma, End-to-End Design Thinking, User Experience (UX), UX/UI Design, User Interface Design (UI), Usability Testing, Human-centered Design, Design Systems, Prototyping, User Research, Information Architecture, Design Strategy, Collaboration with cross-functional teams, Problem-solving, Systems Thinking, User Empathy, Adobe XD, Sketch, Visual Design, Wireframing, Data Visualization, User Journey Mapping, Affinity Mapping, User Interviews, Task Flows, Site Maps, Product Development, Storyboarding, Human-Computer Interaction, Design Research, Accessibility, Inclusivity, Adobe Illustrator, Adobe Photoshop, InDesign, Flinto, FramerX, DoveTail, Otter, Miro, Notion, Trello, Whimsical, CSS, HTML, P5.js, Arduino