

# Sanjana Venkat

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## EDUCATION

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### The University of Texas at Dallas

*Bachelor of Science in Psychology, Concentration in Design*

Expected Graduation: August 2023

**GPA 3.88/4**

**Relevant Courses:** Design Research Methods, Design II, Cognitive Science, Social Psychology, Interaction Design

## SKILLS

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**UI/UX:** Design Thinking, Human-Centered Design, User Research, Wireframing, Mockups, Prototypes

**Tools:** Figma, Adobe XD, Adobe Illustrator, Photoshop, Microsoft and Google Suite

**Languages:** English, Tamil, Hindi, French

**Certificate:** Google UX Design Certificate

## EXPERIENCE

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### DIALEXA EDU – MENTORSHIP PROGRAM

Dallas, TX

*UX Designer*

Feb 2022 – Apr 2022

- Collaborated in a cross-functional team including developers, business analysts and designers to create a solution that optimizes the travel experience in Dallas
- Conducted thorough user research, ideated solutions created high-fidelity mockups in an agile environment
- Received recognition from industry experts for creatively bridging users' needs and proposed requirements

### CHETNA

Dallas, TX

*Social Media Specialist, Designer*

Sept 2020 – Sept 2021

- Increased social media following by 20% and promoted awareness of South Asian domestic violence through targeted content creation and community engagement
- Increased funds by about \$10,000 through a detailed marketing campaign

## LEADERSHIP

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### USER EXPERIENCE ORGANIZATION (UTD)

Dallas, TX

*Vice-President*

June 2022 – Current

- Organized events to promote user-centered design with 150+ attendees including students and industry experts
- Executed the first in-person "UX Design Challenge" and the only student-led "UX Conference" in UTD
- Lead the officer team of 18 students and supervised end-to-end event planning logistics including marketing, finances, and corporate connections resulting in increased event attendance by 75%

## PROJECTS

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### LOCALIST

Dallas, TX

*UX Designer, Hackathon*

Feb 2023

- Devised a solution to personalize travel experiences
- Designed and prototyped 20+ hi-fidelity screens in 24 hours, showcasing quick turnaround time and effective time management

### COMPASS

Dallas, TX

*UX Researcher, UX Designer*

May 2022 – Aug 2022

- Enhanced internship search experience for student by designing a unique platform
- Reviewed insights from college students to create empathy maps, personas and user flows
- Generated 20+ high-fidelity screens that included onboarding, resources and an intuitive tracking system

### THOUGHT MAZE

Dallas, TX

*Game Designer, Research*

Jan 2020 – May 2020

- Developed a virtual therapy game by evaluating psychological research, resulting in increased user satisfaction and positive feedback from clients and counselors