

# Sunakshi Jain (Experience & Service Designer)

Washington DC | [sunakshi.work](https://sunakshi.work) | [LinkedIn](#) | 240-886-8099 | [sunakshi.j29@gmail.com](mailto:sunakshi.j29@gmail.com)

## WORK EXPERIENCE

### UI/UX Designer

September 2024- Present

*American Occupational Therapy Foundation | iConsultancy*

*College Park, Maryland*

- Designed hi-fidelity working prototypes for the website, along with a design system to create a consistent, scalable and intuitive user experience, reducing user cognitive load by 25%
- Partnered with AOTF team to conduct in-depth user research interviews with 10 participants, user journey map to identify critical pain points across touchpoints, transforming insights into visual narrative & optimize site's information architecture, achieving a 40% decrease in task completion time
- Collaborated with cross-functional partners in marketing, research, OT practitioners, advocating user-centric design solutions by empowering users and driving business success

### CX Designer & Strategist, Retail Stores

January 2023 - June 2023

*TATA 1mg (Healthcare | ecommerce company)*

*Gurugram, India*

- Directed a cross-functional team of 7 in devising a hyperlocal visual merchandising strategy for 50+ retail stores across the country, increasing average order value by 12% within 3 months
- Conducted customer journey mapping across 20+ touchpoints, identifying opportunities to enhance the in-store shopping experience & delivering insights to executive leadership
- Facilitated design-thinking workshops with sales, operations, marketing teams to optimise store inventory, product display & categorisation, bridging gap between localised demand and sales pattern, increasing revenue by 8%

### Service Designer & Building Architect, Fulfillment Centers

September 2021 - December 2022

*TATA 1mg (Healthcare | ecommerce company)*

*Gurugram, India*

- Spearheaded the design & execution of 40+ distribution centers across cities, increasing internal operational efficiency by 30% & reduction in order delivery times by 20%
- Collaborated with supply chain operations to conduct an extensive user motion analysis, following 1% improvement to optimise pickpath and inventory storage, improving order processing by 40%
- Led a team of 4, to oversee project execution, successfully delivering data-driven innovative solutions, advocating associate needs while rigorously maintaining budget constraints within an accelerated timeline

### UI/UX & Visual Designer

January 2021 – July 2021

*Masala Kitchen (Product company)*

*Mumbai, India*

- Designed a cohesive brand identity utilizing storytelling and minimalistic design principles, enhancing consumer recognition by 40% and boosting sales by 15% within 5 months
- Delivered logo design, brand book, packaging collaterals, & guidelines for digital design system, from concept to execution, fostering a streamlined launch, increasing revenue generation by 35%
- Orchestrated comprehensive competitive analysis alongside focus group research, aligning brand messaging with target audience preferences, resulting in a 25% increase in customer engagement

## ENTREPRENEURIAL EXPERIENCE

### The Mysa, Founder

New Delhi, India

*Hand-crafted Paper Products*

*May 2020 – June 2021*

- Established and scaled a paper-product business, designing graphics for journals, invites, letter and packaging, achieving a customer satisfaction rate of 95% through attention to product quality & timely delivery to over 50+ unique clients
- Oversaw comprehensive operations, material procurement, production, logistics, & online marketing strategies; implemented targeted campaigns increasing social media engagement by 40%, and 30% rise in sales within 6 months
- Cultivated and maintained strong relationships with 10+ local vendors, resulting in a 20% reduction in material costs and improving product quality, and increased customer return rate by 10%

## EDUCATION

### University of Maryland

College Park, MD

*Masters in Human Computer Interaction (GPA: 4)*

*August 2023 – May 2025*

### School of Planning and Architecture

New Delhi, India

*Bachelors of Architecture (GPA: 4)*

*July 2014 – May 2019*

### MITx CTL. Supply Chain Fundamentals Certificate \_ edX

*January 2024 – July 2024*

## SKILLS

Customer Journey Mapping, Information Architecture, UX Strategy, Design Ops, Cx, Digital-Physical Experience, Supply Chain, Process Improvement, Usability Testing, Wireframing, Prototyping, WCAG Accessibility Testing, User Research, Project Management, Data-Driven Decision Making, Agile Methodology, AI-Driven Processes, Data Visualisation, Infographic Design

**Tools:** Figma, Adobe Creative Suite (Illustrator, InDesign, Muse, Photoshop, Premier Pro), AutoCAD, SketchUp, Lumion, Miro, Canva, V-Ray, Tableau, Google-suite, Microsoft-suite, HTML, CSS, Asana, Jira