

# Snigdha Jain

Sr. Product/UX Designer

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California, United States



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## Work Experience

### Cal State East Bay, Hayward

Mar 2023 – Present

UX Student Assistant

- Managing the website, helping create a positive user experience for current and prospective students. Set to launch in April 2024 with an estimate 2x increase of student traffic.
- Helping with social media accounts for content and have been able reach 1.5K students.

### IMUA Studio, San Francisco

June – Aug 2023

UX Design Intern

- Pioneered the development of a compassionate funeral services app “Quilt” with a non-profit client, employing Interaction Design, User Journey Mapping, and Rapid Prototyping, achieving a remarkable 98% user satisfaction rate in testing with 50 users.
- Revamped Neon Rose – a talent agency’s SaaS dashboard using existing User Research Data, User Experience Ideation, and Prototyping. Achieved a significant 90% satisfaction rate in a client-selected focus group of 5, signaling improved user experience and increased engagement.
- Spearheaded San Francisco’s Casual Carpool for commuter convenience and sustainable transit, reducing traffic. Client-driven usability testing showed an 80% improvement in website user understanding.

### Ogilvy, Mumbai, India

Dec 2019 – July 2022

Designer

- Led Amazon Prime’s 2022 Price Hike Campaign, implementing strategic marketing initiatives and driving successful campaign outcomes.
- Collaborated with TATA Motors, a major player in the Indian automobile industry, to execute impactful TVC/film advertising for their flagship cars, contributing to a significant boost in brand visibility and market share.
- Supported Hindustan Unilever in the launch of new products, notably contributing to the success of Bhavani Devi’s Tokyo Olympics 2020 ad, marking India’s first representation in Fencing and receiving widespread acclaim.
- Coordinated marketing ideation for Ponds, a leading beauty and wellness brand, partnering with Singapore Ogilvy to enhance the new and existing product range. This collaboration resulted in a substantial growth of 20% in product sales and improved brand positioning.

## Thought Leadership & Volunteering

### Bad Designers Club

Aug 2023 – Present

- Founded CSUEB’s first UX Design Club, fostering growth for design students in the realm of user experience design.
- Organized engaging design talks with notable speakers, fostering insightful discussions on industry trends, best practices, and design concepts.
- Cultivated a dynamic Bay Area design community, facilitating networking, collaboration, and skill-sharing among aspiring UX professionals through curated social events and interactive meetups.

Product Designer with over 5 years of experience, I specialize in reshaping user experiences through innovative design strategies. My expertise lies in harnessing systems thinking and brand strategy to create outstanding consumer and enterprise products, reaching millions of users worldwide.

## Education

### Cal State East Bay, Hayward, California

Aug 2022 – Present | GPA: 3.91/4.0

Master’s in Human-Computer Interaction

### University of California, Berkeley

Aug – Dec 2023 | GPA: 4/4

Master’s Extension – Storytelling in UX

### LASALLE College of the Arts, Singapore

Aug 2016 – May 2019

Bachelor’s in Fashion Media and Industries

## Projects

### SmartCharge Mat

Jan 2024 – Present

Developing SmartCharge Mat—an innovative energy solution harnessing kinetic energy from footsteps to generate electricity for home appliances. This creation not only diminishes dependence on conventional electricity sources but also translates into substantial savings on electricity bills. Employing sensor technology for meticulous testing and prototyping, ensuring the mat’s seamless integration and optimal functionality.

### Moodscape

Aug – Dec 2023

Conceptualized and developed Moodscape, a travel app integrating advanced recommendation algorithms that decipher your current and desired emotions. Employed a comprehensive array of research methods like Storyboarding, User Flows, Journey Mapping, Storytelling, Surveys, Interviews, Contextual Inquiries, and Competitor Analysis. Utilized tools like Figma, Miro, Notion, and Loom to craft a refined and user-centric app experience.

## Skills

**Design:** Affinity Mapping, Emphay Map, Storyboarding, User Flows, Storytelling, Data Visualization, User Testing, User Psychology

**Tools and Languages:** Figma, Miro, InVision, Framer, Arduino, Adobe Creative Suite – Photoshop, Illustrator, InDesign, AfterEffects, Adobe Xd, Premiere Pro. Javascript (p5js), C

**AI:** ChatGPT, Gemini, MidJourney