SAMIKSHYA SATPATHY

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EDUCATION

Masters of Science in Information, University of Michigan, Ann Arbor, MI   *August 2024-May 2026*
Course highlights : Interaction Design, User Research, Programming, Web Development, Usability Testing, Human-Computer Interaction, Data Visualization, Cognitive Psychology for UX, Design Thinking and Innovation, Ethics in Technology & Design.

Bachelor in Design, National Institute of Fashion Technology, New Delhi, India   *July 2018 - June 2022*
Relevant coursework: User Experience Design (UX), User Interface design (UI)*, Prototyping, AR VR design, Social Design, Design Thinking, Photography, Sensory & Virtual Experience Design.*

WORK EXPERIENCE & IMPACT

Product Designer 1 | Nykaa, Gurugram, India   *July 2022 to July 2024*
- Led the redesign of Nykaa's Ratings and Reviews page, boosting conversion rates by **48 bps**.
- Created designs for **Nysaa**, a UAE beauty platform, enhancing the user journey across web and mobile for Arabic users.
- Contributed to **Growth and Retention** strategies, resulting in an **11% increase in visits** and **32% YoY revenue growth**.
- Enhanced the in-store **NPS journey**, increasing customer satisfaction scores from **91% to 96%**.
- Revamped Skin Category landing pages, increasing **CTR by 2%** and **conversion rates by 6.73%**.
- Designed **B2B & B2C tools** and services to **improve user onboarding and business growth** online and offline.
- Collaborated with **5 cross-functional teams** (product, engineering, marketing, QA, Leadership) and coordinated with **3 business partners** (Nysaa, Aveda & Superstore) toward the successful launch of e-commerce features.

Graduation Project | Times Internet, Gurugram, India   *January 2022 to May 2022*
- Spearheaded the research and design of **premium dining membership for Dineout**, increasing user **engagement by 40%** within the first month through intuitive navigation and tailored features for food enthusiasts.
- Enhanced engagement by **37%** & increased subscriptions by **55%** through user-centric interactions for loyalty platforms.

Product Design Intern | Times Internet, Gurugram, India   *June 2021 to November 2021*
- Worked on design for Inresto CRM, Help Center, Listing & Reviews pages, Loyalty plans, Marketing Communications and Steppinout: Event Platform, increasing Dineout's rating from **4.3 to 4.8** on Google Play.
- Integrated restaurant tech with credit card offerings for the **HDFC- Dineout "Good Food Good Trail"** campaign that resulted in a **90% rise in cardholder awareness** and a **24% increase in sign-ups**
- Optimized the **SteppinOut Events Dashboard** by streamlining onboarding processes, which reduced user drop-offs and boosted engagement through an intuitive, user-friendly interface.

Design Volunteer | Ministry of Education, Government of Delhi, India   *December 2020 to March 2021*
- Proposed branding and graphics for the global **Delhi Education Conference 2021 -** an Education Reformation conference held globally**.** It focussed on post-COVID educational reform and gathered **984 followers on Instagram** in 1 month!

PROJECT EXPERIENCE

- **Fitness Enthu**: Designed an end to end **fitness app** for promoting workouts and healthy lifestyles for gym users.
- **SayF**: Revamped the user journey for an **Finance app** that finds deals and coupons across 1000+ brands.
- **Hyscool**: Created a **hybrid education app** for learning, resource sharing, and identity management for school students.
- **Bluji (2020)**: Campaign to promote Jaipur's Blue Pottery **culture & art** through social media, website and print media.
- **Swacch Kudadaan (Eco-Bin):** Developed a **community-driven sustainability solution involving 100 residents**, aimed at reducing carbon footprints through incentive-based participation.
- **Queer Montage**: Launched Queer Montage campaign, generating over 250 followers and uncovering key barriers to understanding diverse identities for future initiatives.

LEADERSHIP & ACHIEVEMENTS

- Led **Literary Club** and **Enactus Club as a CORE Member** (NIFT Delhi).   *July 2020- June 2022*
- Made it to the **Top 5 Finalist**s in "Green Hackathon India."   *September 2020*
- **Top 10 Finalists** in the **InnoBiz B-Plan Competition** at Ramjas College, competing against 430 teams.   *April 2021*
- **All India Rank 66 (General)** in NIFT Entrance Exam among 30,000 candidates.   *June 2018*
- **Young Environmentalist of the Year Award,** Ministry of Environment, India   *June 2014*
- **Received National Child Award** from Ministry of Water Resources, India.   *December 2013*

SKILLS & TOOLS

Skills - UI UX Design, Motion Design, Interaction Design, UX Research, Tech Handsoff, User Analysis, Data synthesis, Usability Testing, Wireframing, User Journey Mapping, User & Stakeholder Interviews, Product Strategy, Programming, Web Accessibility.

Tools - Figma, Miro, Adobe XD, Protopie, Axure, Balsamiq, Adobe After Effects, Lottie, Monday, Slack, Sketch, Useberry, Jira, Python, Adobe Photoshop, Excel sheets, HTML, CSS, VS Code, Github, Google and Microsoft tools.