



Harshini Saravanan



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Experience

Sparkling Mindz/ UX/UI Designer

June 2024- Present/ Bengaluru

- Designed and developed interactive websites, enhancing user engagement and delivering an intuitive online experience.
- Created various brand products, including flashcards and event posters, ensuring consistent design language and high-quality visuals.
- Mentored higher and higher secondary students in design research, guiding them through iterative Design Thinking Processes to transform problems into actionable projects.

Samsung India/ CX Researcher

June 2023- Feb 2024

Crafting & orchestrated Wearable Experiences, increasing customer engagement by 10%.

Optimised the store layout and signage, facilitated targeted footfall initiatives and workshops, leading to 20% rise in customer interaction.

Design Intern/ OneX Solutions

Summer 2022

Collaborated with the research team to conduct in-depth market analysis on client demographics and preferences, aiming to increase client retention and customer satisfaction by at least 10%.

Toolkit & Interests



Side Projects

SM Apparels / Researcher & Sustainability Consultant

Jan 2023- Apr 2023/ Tiruppur

- Analysed pre-consumer waste (42% of total textile waste) via LCA, identifying inefficiencies.
- Designed an up cycling model, cutting fabric disposal by 30% with 60% positive market response.
- Led field research, engaging 50+ employees to assess and improve waste management awareness.

Parenting and Education Advocate

2024- Present

- Empowered 150+ parents with future-ready parenting strategies, emphasising creativity and adaptability in an AI-driven world.
- Advocated education reform, influencing 80% of parents to shift toward skill-based learning.

Education

National Institute of Fashion Technology

Bengaluru | Jun 2021- Jun 2023

Master of Design | Humanity Centred Design

Karpagam College of Engineering

Coimbatore | Jun 2017- May 2021

Bachelors of Engineering | Electronics and Communication Engineering

Relevant Course Work

Foundation of UX, Design Spirits, Journey Mapping, Journey Mapping, AI Powered Design, 21st Century Design with Norman Nature Based Solutions for Climate and Climate Resilience, Waste Management, Educating Sustainable