

HARSHINI SARAVANAN

UX Researcher | UX/UI Designer



Portfolio

<https://www.harshinisaravanan.com/>

Profile

I built on my background in tech and design, picked up some solid research skills added with SDG analysing knowledge, and sprinkled with little experience in marketing. I am passionate about unearthing insights and my expertise lies in qualitative research methods and empathizing with users to know the pain points, expectations, and motivation that enable to gather rich data and translate them into actionable design strategies.

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Experience

- Customer Experience Researcher** Jun 2023
SAMSUNG INDIA Jan 2024
 - Researching, Crafting and Orchestrated exclusive wearable experience for Opera House leading to 10% surge of customer engagement.
 - Orchestrated the execution of a targeted footfall initiative, optimizing store layout, signage placement and interactive workshops, leading to 20% increases in customer interaction and experience.
- Sustainability Research Intern** Jan 2023
SM APPARELS PVT. LMT Apr 2023
 - researching the environmental impact of Pre- Consumer waste, leading to the implementation of waste reduction strategies.
 - conducted a comprehensive ergonomic study of SM Apparels, fostering awareness among employees and developing a tailored streamline system for sustainability, resulting in 70% less waste.
- Design Intern** Jun 2022
OneX Solutions Jul 2022
 - Collaborated with research team to conduct in- depth market analysis on client demographics and preferences with a motive of increasing client retention and boost in customer satisfaction atleast by 10%
- Design freelance** Jan 2021
Kids Park Play School Jun 2021
 - Led the redesign of play school indoor spaces, utilizing color psychology to enhance children's cognitive development; implemented creative corners and interactive wall designs, resulting in a 40% increase in student engagement and creativity.

Education

NIFT Bengaluru

Master of Design | Sustainable Studies and User Research
2021- 2023

Karpagam College of Engineering

B.E. | ECE
2017- 2021

Certification

Digital skills: UX

Accenture

Affordances: Designing Intuitive

Interaction Design
Foundation

Design for better world with Don Norman

Interaction Design
Foundation

User Research Methods

Interaction Design
Foundation

21st Century Design

Interaction Design
Foundation

Nature Based Solutions for climate & Disaster Resilience

UNEP

Hard Skills

Qualitative and quantitative research
LCA Analysis
Ethnography
System thinking
Usability testing
Ergonomics

Prototyping
Low and high fidelity wireframing

Soft Skills

Communication
Problem Solving
Empathy
Organise