Sanya Verma

Product Designer

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Experience

TrustRadius

Product Designer | Oct 2023 - March 2024 | Remote

• Spearheading research, interaction, and visual design efforts to enhance the vendor experience track, boosting customer retention and reducing internal customer support duration.
• Facilitating cross-functional discussions among engineering, product, and design for smoother handoff into production
• Orchestrating usability testing sessions with vendors to validate assumptions, achieving a 95% success rate

frog design

Interaction Designer | Aug 2022 - Aug 2023 | Austin, TX
Interaction Design Intern | Feb - Apr 2021 | Austin, TX

• Designed user interaction patterns and high-fidelity wireframes for a software tool that manages oil & gas operations using predictive technologies
• Facilitated 10+ user interviews and data analysis and synthesis to translate user insights into tangible concepts
• Contributed to various client projects, from conceptual to detail design, presenting design rationale to clients directly

Gambyt

UX Design Intern | Sept-May 2022 | Ann Arbor, MI

• Conducted 15+ user interviews to understand pain points, validate assumptions, and inform data-driven designs
• Led visual and interaction design strategy for Lottery Direct, a product to inform lottery players on winning data statistics
• Shipped new roulette style lottery game for MA Lottery. Sole UX Designer collaborating with engineering and graphic design team. Check it out here: Wheel of Luck

UMich Stamps School of Art & Design

HCI Researcher | Jun 2019 - Aug 2020 | Ann Arbor, MI

• Conducted 25+ user interviews and axial coding data analysis to identify communication breakdowns between adolescent cancer patients and healthcare stakeholders
• Co-authored two papers. One on positive adaptation techniques used by pediatric cancer patients. Second paper on observed strategies used by healthcare providers to assist in pediatric cancer patient-provider communication

Education

University of Michigan- School of Information

Bachelors of Science in Information | Class of 2022

Concentration in User Experience Design
GPA: 3.6/4.0

Projects

Blind Chat

Lead Designer | Jan 2021

Conducted a complete re-designed of all feature interaction experiences and visual assets on Blind, an anonymous messaging app to facilitate fulfilling and spontaneous conversations between strangers

How Might We Statement Generator

Front-End Developer | Jul 2020

Generated statements using Python script hosted by Flask application to generate design thinking prompts randomly. Designed interactive web interface with CSS, and jQuery

Skills/Tools

Prototyping	Figma
Wireframing	Sketch
User interviews	Photoshop
Usability testing	Illustrator
Data synthesis	Principle
User Interface	Webflow

Publications

Learning from Healthcare Providers' Strategies: Designing Technology to Support Effective Child Patient-Provider Communication. (CHI 2021)

Learning from Positive Adaptations of Pediatric Cancer Patients to Design Health Technologies. (CHI 2020)