

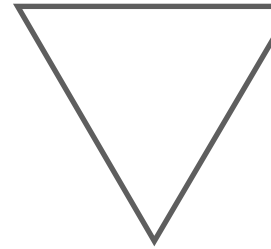
# SNEH CHANDAN

Researcher+ Designer- User Experience, User Interface

Pronouns: she/her/hers

'Design with Purpose' has been my guiding principle, continually inspiring me to learn and, when necessary, unlearn, fueling my curiosity to explore infinite possibilities and open new horizons.

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## EXPERIENCE

**Tata Consultancy Services, India** — MAY 2018- PRESENT

*Senior UX Researcher/ Designer (Healthcare- Pfizer)*

Led a team of 10 as a UX/UI designer, driving impactful website and dashboard enhancements. Conducted market research, generating insights through benchmarking, surveys, and interviews. Organized workshops to map user journeys and design cohesive information architectures. Built strong partnerships with stakeholders, including patients and healthcare professionals, and internal teams. Innovated behavioral navigation strategies to boost usability and retention. Launched responsive designs transitions for mobile optimization, ensuring consistent brand perception across all interactions.

### Work done

- Enhanced user experience and streamlined product cataloging on a drug website through comprehensive research.
- Developed a user-friendly app for cancer patients, enabling therapy session management and medication tracking.
- Improved patient checkout experiences on digital platforms through innovative research and ideation.
- Contributed to the design of a COVID-19 EUA website, clarifying FDA's vaccine authorization for emergency usage.
- Prepared and presented a comprehensive Yardstick report, evaluating efficiency and usability of multiple company websites.

*Lead Product Designer (Retail- H&M)*

Spearheaded the creation of a groundbreaking phygital ecosystem for a greenfield project, merging physical and digital experiences. Developed a future-forward vision grounded in deep customer insights, aligning with business and technical goals. Innovated concepts and conducted rigorous testing to ensure user-centric design. Designed intuitive flows, wireframes, and prototypes, refining user experiences. Tracked UX metrics, turning insights into actionable improvements. Translated complex requirements into visually captivating, emotionally engaging designs, and created clear, creative assets, fostering collaboration with development teams.

### Work done

- Automating label creation, aligning with company's sustainability objectives by minimizing material waste from manual testing. Driving workforce efficiency by leveraging collaborative platforms and risk analysis, ensuring optimal resource utilization. This solution, facilitated through versatile portals, empowers diverse user groups, enhancing the work processes.

## EXPERTISE

- Effective communication and presentation skills
- Strong critical thinking and problem-solving capabilities
- Advanced analytical and research proficiencies
- Focus on user empathy, their needs and satisfaction
- Meticulous attention to detail
- Team collaboration and cooperation
- Adaptability and flexibility in various situations
- Proficient time management and organizational abilities

## SKILLS

- User-Centered Design
- User Experience Design
- User Interface Design
- User Research Methodologies
- Conducting User Interviews
- User Flow & Journey Mapping
- Concept Ideation & Testing
- Wireframe & Prototype Design
- Information Architecture
- Design Foresight
- Usability Testing
- Design Thinking
- Visual Design
- Responsive Design
- Stakeholder Management
- Figma, Sketch, Adobe CC, Invision

## EDUCATION

### University of Texas at Austin, USA — MA: *Design for Health*

JULY 2023 - MAY 2024

- Capstone: (Client-UT Health Austin Musculoskeletal Institute) Working toward a solution that adapts, standardizes, and expands Patient-Generated Health Data models across clinical settings to improve patients' health
- Conducted research on End-of-Life Planning to promote wider engagement and creation of Advance Directives.
- Designed a wearable mental health companion for individuals with anxiety and depression, enhancing their management of mental well-being.

### National Institute of Design, India — M.Des: *Graphic Design*

JUNE 2014 - DECEMBER 2017

- Thesis: (Client- Soch Business Mentors) Created a coffee table book aiming to transform family businesses and bolster India's economy.
- Research-led design project to study the language learning processes of partially hearing impaired and explore options to simplify learning new languages with the aid of Linguistics & Phonetics. The outcome was an Interactive language learning-gaming ap

### Faculty Of Architecture, India — B.Arch: *Architecture*

AUGUST 2008 - JUNE 2013

Thesis: (Client- Ayodhya Riverfront) Landscaping project for local artisans to enhance the source of their earnings and gain long-term employment

## AWARDS & APPRECIATIONS

### Tata Consultancy Services-

- Star of the quarter award for exceptional contribution to team and work
- Special Initiative Award for showing talent skill
- On The Spot Award for working on a client case study
- Customer appreciation received for mobile app design for quick and effective work delivery
- Customer appreciation for the quick response to the Yardstick report study
- Service and commitment Award for contribution to the organization

### National Institute of Design-

- Packaging design award for national packaging competition

## LEADERSHIP EXPERIENCE

### Faculty of Architecture-

- Student mentor Graduate Level

### Tata Consultancy Services-

- Training coordinator: trained new UX/UI recruits under Initial Learning Program (ILP)
- Mentor- cross- skill: training sessions for junior design associates as a part of grooming
- Project mentor: orientation to recruits and conducted recurring knowledge transfer sessions for project handover
- Pre-placement sessions: conducted in colleges like IIT, NID, Symbiosis etc representing the organization

## CERTIFICATIONS

- Complete app design course (*Udemy*)
- Information architecture fundamentals (*Udemy*)
- An introduction to quantitative market research (*Udemy*)
- Excel: PivotTables for Beginners (*LinkedIn Learning*)
- SQL Essential Training (*LinkedIn Learning*)
- Universal Principles of Design (*LinkedIn Learning*)
- UX: The Beginner's Guide (*Interaction Design Foundation*)

