

SAACHI SHELDENKER

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USER EXPERIENCE & SERVICE DESIGNER

I am a User Experience and Service Designer, passionate about creative problem-solving and crafting innovative solutions that enhance experiences and interactions, aiming to make them more intuitive, accessible, and inclusive. I am particularly drawn to community-centric, impact-driven projects that are stakeholder-oriented, allowing me to add significant value to clients and customers.

EDUCATION

Srishti Institute of Art, Design & Technology, Bengaluru, India **2019 - 2023**
(affiliated to Bengaluru City University)

Bachelor of Design (B.Des) in Business Service & Systems Design **CGPA: 8.45/10**

- Received special recognition for my final thesis project on circular fashion.

Indian School Muscat (ISM), Muscat, Oman **2017 - 2019**

High School Diploma (Science Stream - PCM with Engineering Graphics)

WORK EXPERIENCE

Experience Design Analyst - Accenture Song, Accenture, Bengaluru, India **Aug 2023 - Present**

- **Led the Customer Experience (CX)** for a capabilities pod focused on 'Payments,' 'Search,' and 'MyDocuments' functionalities as part of a client project aimed at digitalizing government services, based in Qatar.
- **Created** over **50** CX flows by benchmarking best industry practices, utilizing **on-site engagement** to enhance cross-functional collaboration with product and UX teams, ensuring the successful delivery of optimized user flows.
- **Designed** over **50** AI chatbot screens for feedback flows to enhance user feedback within a comprehensive HR platform. **Mentored 2** interns on user testing procedures and managed testing sessions to ensure actionable insights for the project.
- **Worked** on **5** Proof of Concepts (POCs), **2** UX Audits, and a Request for Proposal (RFP) for clients across various industries, including healthcare, consumer goods, and sports franchises.
- **Contributed** as a **researcher** on Generative AI and Metaverse applications for banking platforms, focusing on enhancing features and optimizing the overall user experience.

In-Store Experience Strategist - Jaipur Rugs, Jaipur Bengaluru, India **Aug 2022 - Dec 2022**

- **Designed 5** interactive exhibit spaces for an in-store experience proposal, leveraging detailed brand analysis and business strategy tools to deliver impactful customer experiences across **2** distinct segments.

UX Design Intern, 3DeepBreaths - Bengaluru, India **Mar 2022 - Jul 2022**

- **Conducted** comprehensive UX audits and market research to guide strategic design decisions for Workspace Wellness services.
- **Designed** detailed wireframes and prototypes to enhance user engagement and optimize website functionality.

Business Design Strategist - Deshpande Foundation, Hubli, India

Sept 2021

- **Collaborated** with a **3**-member team to develop a sustainable intervention for the Kolhapuri Chappal brand's supply chain, utilizing comprehensive market research and analysis to enhance the brand's sustainability goals.

Co-owner - Kairos Journals (Business), Bengaluru, India

Oct 2021 - Dec 2022

- **Co-founded** 'Kairos', a journal business dedicated to empowering individuals through thoughtful reflection and organization - **Sold** over **150** journals through effective organic digital marketing on Instagram.
 - **Collectively managed** and **led** all business operations, including product design, production, marketing strategies, and shipping logistics.
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SKILLS

Digital Skills

 Figma  Photoshop  Illustrator  Microsoft Office

Design Skills

- Research and Analysis . Strategic Design Thinking . Business and Product Design & Management . Service Design . CX Strategy and Optimization . Usability Testing and Prototyping . Visual Storytelling and Design Planning . Project Management . Digital Marketing . Content Creation .

Languages

- English (Proficient) . Hindi (Fluent) . Konkani (Native) . French (Intermediate)

Certifications

- IELTS Academic (8.0) . French DELF AI Level . CaLARTS UX Design Fundamentals (Coursera, 2021) . CaLARTS Visual Elements of User Interface Design (Coursera, 2021)
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EXTRA-CURRICULAR

Workshop Facilitator, TAPMI Institute, Bengaluru, India

Oct 2022

- Co-facilitated a workshop on 'Business and Design' for students pursuing a Bachelor's in Business Administration (BBA Honors) at T A Pai Management Institute.

Co-ordinator Social Service, Student Council,(ISM), Muscat, Oman

2017-2019

- Coordinated the planning and execution of multiple school events, managing logistics and coordinating teams to ensure seamless event operations and student participation.
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HOBBIES

- Professional Dancer – Member of college dance crew 'Scatter One'
 - Table Tennis Player – Represented school at regional tournaments
 - Traveler - Passionate about exploring new places and experiencing authentic local cultures and cuisines
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