

JAGRUTI KAPADIA

USER EXPERIENCE DESIGNER

“Design for me is an elegantly intuitive blend of user focus, delightful narration and pixel precision”

EXPERIENCE

● SAP LABS | PALO ALTO, CA

SENIOR USER EXPERIENCE DESIGNER | MARCH 2016 - PRESENT

- Leading the end-to-end design for SAP Sales Cloud Retail Execution, designing for current experiences while also envisioning and creating new experiences for future features
- Developing annotated low, medium and high fidelity design assets demonstrating multiple concepts
- Leading the end-to-end design for Machine Learning concepts for Sales
- Working with and synthesizing input and feedback from a range of stakeholders including engineers, product managers, UX/VX designers and collaborating with researchers for testing
- Creating prototypes and highly detailed design specifications for implementation
- Mentoring new designers and interns on the Sales Cloud design team
- One of first six designers selected to join SAP's highly competitive Silicon Valley Next Talent (SVNT 2016) rotation program within Product and Innovation
- Previous Rotation Fellowships in UX Design - iOS Wallet for Enterprise design, Conversational AI
- Owned design effort for SAP HCP Day 2016 and SVNT branding

● BARCLAYS | NEW YORK, NY

UX AND TECHNOLOGY INTERN | MAY 2015 - AUGUST 2015

- Created branding assets for the Barclays Global Design Team
- Researched UX improvements for a desktop app for trading and proposed it's redesign
- Implemented a filter control functionality for a filter editor in the desktop app for trading
- Collaborated with senior designer and manager on a prospective project to help improve information architecture and translate navigation and process flows into better solutions

● INTRALINKS | BOSTON, MA

UI/UX INTERN | MAY 2014 - DECEMBER 2014

- Designed a web app on document collaboration with focus on it's group chat component
- Adapted the design process to support agile methodology following design sprints with reviews, demos and iterative design
- Implemented wireframes in HTML/CSS/JS combined with Lightstreamer technology

● L&T INFOTECH | MUMBAI, INDIA

UI/UX INTERN | MAY 2012 - DECEMBER 2012

- Redesigned and developed eApproval mobile app for iOS and Android with a strong focus on usability and workflows for an innovative and delightful user experience
- Conducted usability testing and design iterations
- Delivered redesign concepts for Project Management mobile app for iOS and Android

● BIRLA URJA PVT. LTD. | MUMBAI, INDIA

UX DESIGN INTERN | MAY 2011 - AUGUST 2011

- Created branding assets like logo and stationary templates
- Collaborated with senior developers to develop pixel perfect HTML/CSS UI controls

TOOLS

SKETCH
ADOBE CREATIVE SUITE
INVISION
FRAMER
QUARTZ COMPOSER
PRINCIPLE
GIT
OMNIGRAFFLE
KEYNOTE

LANGUAGES

HTML/CSS
JQUERY
JAVASCRIPT

SKILLS

USER RESEARCH
STORYTELLING
PERSONA
INFORMATION ARCHITECTURE
WIREFRAMING
PROTOTYPING
VISUAL DESIGN
BRANDING

EDUCATION

NORTHEASTERN UNIVERSITY
MS IN CS - HCI | GRADUATED 2015

Key Partnerships -

- MIT App Inventor design with Google
- Community Service web app design with Union Capital Boston

NMIMS UNIVERSITY

B-TECH | GRADUATED 2013