

Sampada Lele

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Interaction Designer with 2 YOE, building intuitive experiences in B2B SaaS, EdTech and Consumer Apps
Relevant work experience highlighting my work and how that helped the development process

TempoLabs

B2B SaaS Project management web app powered by an AI agent

Contract Product Designer, June 2024 - Current

- Created Design system in Figma using Shadcn/ui components, this resulted in creating 2x faster, production ready designs
- Recruited and interviewed 2 target personas for usability testing, which informed the team about user behaviors. This helped simplify complex challenges like navigation, addressing user needs
- Led Brainstorming sessions to drive alignment. Smoother collaboration was achieved by setting internal checkpoints, dividing tasks helping with consistency and timely delivery
- Performed Audits on 8 competitors like GitHub co-pilot, Galelio to draw insights on Prompt generation flow, Contextual AI, User control and transparency with AI

Trellis - AI Reader App

Consumer mobile design for Library and Audiobook Feature

Contract Product Designer, October 2023 - December 2023

- Researched 2 competitor apps, Libby & AppleBooks, and presented insights on tighter UI grids increasing user retention and engagement in Consumer Apps, this helped stakeholder confidence and buy in
- Iterated 20-25 Wireframes with multiple ideas key screens, took feedback to finalize UI
- Conducted Visual design explorations in Typography, Color gradients to create visually appealing user centric layouts
- Reviewed components, states, styling (font sizes, button styles), ensuring each design aligned with the app's branding, while contributing to the growing Design system
- Collaborated with Engineers and PM through daily touch points and team share-outs. Prepared the final design for Testflight development
- Maintained and contributed to the Design Roadmap

HostEasy Marketplace

Consumer website and app, for event host to hire party help

Contract Product Designer, November 2022 - July 2023

- Audited the company's original website design and pivoted to a new design on low-code website builder Webflow that resulted in fewer bugs, and an expedited launch timeline by 2 months
- Designed and shipped the organization's first fully-developed website comprised of 3 main features, which included a Landing page + Static pages page, a form to collect to collect user requests, and payment flow
- Collaborated with a Webflow engineer to actualize the final redesign with the 3rd-party integrations
- Introduced Jotform and Monday.com integration to help the founder efficiently collect user requests. Created Gmail and Stripe automations to track project statuses, workflows and optimize their operations.

Design Education

Masters in Urban Design

Arizona State University AZ

Relevant courses- Design Entrepreneurship, Design Research, Design thinking Workshop, Graphics

Bachelor's in Architecture

University of Mumbai India

Relevant courses- Design theory, Graphics, Architectural design studio

Grow with Google

UX Certification

A certification to redirect my design skills in the direction of Human-Computer Interaction and UX Design

Skillset you can count on

Interviews, Personas, Storyboarding, Wireframing, Prototyping, Usability Testing, UI, Visual Design, Interaction Design, Sketching, Mockups, Graphics, Design Thinking, Presentations, Agile, UX/UI design, Typography, Product design, Color theory, Story narration, Brand work

Tools at hand

Figma, Framer, Adobe (Xd, Photoshop, Indesign, Illustrator), Maze, Webflow, Canva Video editing, HTML, CSS (basic), InVision

Volunteer Project

Anew Vista Community

Jan 2024 - Jun2024

Redesigned the new website, Navigation based on findings of moderated card sorting exercise with 16 seniors. Designed for WCAG compliance. Fixed major usability bugs