

# Sara Pachauri

Portfolio: [sara-designs.com](http://sara-designs.com)

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## Summary

A UX Designer with a passion for storytelling through the design medium. With my background in performing arts, I have used storytelling as an approach to presenting user experiences that resonate with audiences. I strive to deliver effective user design with value and clarity. My process of human-centered design began with an understanding of visual systems, expressive language, mood boards, and offering creative solutions using my sense of empathy.

I learned each aspect of the UX Design Process in areas like user research, journey maps, wireframing, high & low fidelity prototyping, and usability testing. As a self-driven person, I learned each of these steps by doing. Now, I can quickly adapt, innovate and apply these skills in any of my creative projects.

## Skills

- Style Guides | Visualizing & Conceptualizing | Functional Prototypes | Usability Testing
- Interviews & Surveys | User Personas | Journey Maps | A/B Testing & Experimenting
- Adobe Creative Suite (Photoshop, Illustrator, In-design) | Sketch | Figma
- Basic knowledge of HTML/CSS | JavaScript
- Empathy | Collaboration | Self-Starter | Adaptable | Communicative | Writer

## Education

**New York University, Tisch School of Arts**  
UX Design, Theater

May '21

## Work Experience

**Prady LLC**  
UX Design Intern

May '18 – Aug '20

Since 2018, I have worked with Prady LLC, a well-recognized UX Design firm. They believe in enriching the user-experience by making it 'easier, faster, and simpler'.

- Collaborated with brands - Sprint, Alexander Street Press, Goldwater Institute, Volvo, FoodTech
- Worked in Agile teams with Product Managers, engineers, and business analysts to evaluate the functional requirements, objectives, and limitations for new design challenges.
- **Sprint** – Restructured external facing website using information architecture strategies (Support, Search, and Chat functions) to enable a community driven self-service operation.
- **Alexander Street Press** – Enhanced customer adoption by creating a more welcoming online presence and navigation (Home, Media, Search, Social).
- **FoodTech** – Conducted research in restaurants, one on one interviews, surveys, eye-tracking, and focus groups to execute business models, product & market fit, and UX strategy.
- Determined and prioritized work based on user's goals and identified pain points.
- Presented customer journey flows, user personas, wireframes to clients.
- Tested and iterated prototypes with users, which we would adapt to meet user/client needs bi-weekly

## **Dept. of Education**

### **UX Design Intern**

**Jun '20 – Jul '20**

The Dept. of Education set up a Challenge.gov initiative to modernize its public facing website.

Prady LLC and I created a prototype for ed.gov while maintaining their content and color scheme and submitted our design project within three weeks.

- Conducted exploratory research and usability testing with students, teachers, and parents.
- Analyzed consumer data using interviews and eye tracking to identify common patterns.
- Created wireframes, low and high-fidelity prototypes, charted user flow.
- Restructured information architecture and complete designs of pages (Home, Student Loans, Grants, Global Nav, Informational, Contact, News).
- Users could find their information and additional resources with our new design.

## **Vyulabs**

**Mar '20 – Jun '20**

### **UX Design Intern**

The patented Vyulabs platform enables TV and Media companies to schedule and produce high quality interactive video shows from TV, camera, Laptop, Mobile or Zoom. Customers on their own data centers and cloud platforms can have complete control in live streaming events, sports, town halls and TV.

- Completed a major UX design of landing page in collaboration with offshore engineering team.
- Designing and updating their websites, newsletters, overall brand persona.
- Created videos, social media presentations, flyers for a confidential artistic collaboration.
- Improved frontpage banner, About, Contact pages that improved customer acquisition.
- Worked with software engineers to refine game designs and functional specifications that allowed users to engage more with app.

## **EmcArts**

### **UX Design Intern**

**Dec '19 – Mar '20**

EmcArts is an online platform to help artist communities engage in relevant materials of interest. Due to the pandemic, they had to pivot from in-person retreats to a complete online presence. We helped them meet their strategic goal for users around the globe to virtually experience workshops and classrooms in an engaging manner.

- Provided ideas about navigational features to integrate product explorations into product experiences.
- Produced a style guide for implementing a consistent design language across the site.
- Offered multiple wireframe options to illustrate a “sea journey” metaphor for a personalized experience.
- For each sprint, we developed new visual style guides to match tech aesthetics.
- Conducted qualitative usability testing with end users to discover which features were effective.

## **Publications**

- Published essays on fusing drama creativity with user experience design on prady.com.
- Published a 20-page document detailing each aspect of the design and its stages for final result.