

SARA PACHAURI

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EXPERIENCE

Rat Gurls, Digital community startup

Santa Clara, CA

Product Designer

Apr 2023 - Jan 2024

- **Creative Vision:** Imagineered a creative vision which shaped strategy roadmaps across marketing, design, and product functions, resulting in a cohesive brand identity.
- **Design Systems:** Developed comprehensive design systems encompassing typography, color palettes, iconography, and UI components to ensure consistency across all digital products.
- **Leadership:** Spearheaded brainstorming sessions and facilitated collaboration among C-Suite executives and cross-functional teams, fostering creativity and alignment with business objectives.

Adeptia, B2B SaaS company

Santa Clara, CA

Lead UX Researcher - Contractor

Apr - Sep 2023

- **UX Research:** Leveraged user research from interviews, competitive analysis, & usability testing to gain insights into market trends, customer needs, habits, and behaviors.
- **Information Architecture:** IA restructure resulted in 50% increase in self-sufficiency, 40% increase in task efficiency, & more clarity and accessible pathways between Adeptia's adept functionalities.
- **Design Thinking:** Synthesized design thinking principles and human behavior psychology to redesign a platform that is intuitive and easy-to-follow for the customer.
- **Prototyping:** Crafted interactive prototypes & high-fidelity wireframes; invited collaborative teams to play and ask questions to craft interactive design solutions.

UST, Technology Consulting Services

New York, NY

Creative Design Associate

May 2021 - Jan 2023

- **User Analysis:** Leveraged Glassdoor's platform metrics, including competitor analysis, employee reviews, and ratings to gain insights into brand perception and identify areas of improvement.
- **Visual Storytelling:** Designed and created social media content that increased candidate application starts by 18%, leveraging SEO techniques to enhance company visibility.
- **Cross-Functional Collaboration:** Established trust by collaborating with engineers & cross-functional teams, & presented research findings and recommendations to senior stakeholders.

EDUCATION

New York University, Tisch School of the Arts (NYU Tisch)

New York, NY

Bachelor of Fine Arts: Major in Theatre, Minors in Web Design

Sep 2017 - May 2021

- Dean's Honors List, NY Masti, Comic Sans

SKILLS

Empathy, Visual Storytelling, Design Systems, Positive Psychology, Cross-Functional Collaboration, User Research (Mixed Methods), UI Design, Typography, Color Theory, Wireframe, Information Architecture, Journey Mapping, SaaS, Agile, Prototyping, Adobe Creative Suite, Figma, Miro

ADDITIONAL EXPERIENCE

Google UX Design Professional Certificate, Visual Communication and Graphic Design (NYU SPS), After Effects I & II (NYU SPS)

PERSONAL

Theater, Voice, Public Speaking, Shakespeare, Girl Scout Ambassador, Daring Greatly, and Imagineering