

SANDHINI GHODESHWAR

UX Researcher + Designer

UX Researcher and Designer with 3+ years of experience leading end to end research for digital products, in fast-paced early stage tech startups, non-profits and innovation team in local government. Skilled at research planning and execution, client management, systems thinking and workshop facilitation for leading dynamic teams towards product growth.

EXPERIENCE

Design Researcher at City of Baltimore, Mayor's Office of Innovation

8 months - ongoing | May 2024 - Current | Full-time

- Led **cross-functional workshops** with PMs, data teams, and stakeholders to define scope, product goals, and drive alignment on systemic challenge of vacant housing and healthcare access in Baltimore.
- **Developed, executed end-to-end research plans, utilizing research goals and methods**, conducted remote (using Maze, Dscout) and in-person interviews, observations, city-wide surveys and co-design workshops to uncover pain points in user journey for accessing healthcare and housing support.
- Developed and presented research findings to city leadership, using statistics in R, service blueprints, stakeholder maps, and resident personas, which led to **deployment of 5 pilot programs**.
- Advocated user centered approach by conducting design thinking workshops on design frameworks and equity-centered design, **improving team alignment by 15%**.

UX Researcher & Designer at Arvist (B2B Digital Twin Startup in Logistics)

7 months | Sep 2023 - Apr 2024 | Contract Part-time

- **Led research for MVP** by conducting a UX audit, market research, product analytics and ethnographic research, uncovering user needs and behaviors in a complex supply-chain domain.
- Translated data-driven insights from KANO model analysis, storyboards, task flows, customer journey maps into actionable product features leading to **+80 NPS scores and improved CSAT scores**.
- Managed website redesign in collaboration with cross-departmental teams, performing, competitive analysis, and design wireframes, high fidelity prototypes, **boosting user engagement by 30%**.

UX Researcher at NEC America

3 months | May 2023 - Aug 2023 | Full-time Internship

- Designed , 'Preeby,' an AI-powered tool improving employee retention in hybrid workplaces by uncovering productivity gaps through mixed method research, **boosting retention by 35%**.

CONTACT DETAILS

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Baltimore (open to relocating)

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SKILLS

Qualitative Research

Research Planning
Secondary Research
Participant Recruitment
Usability Testing
Observations
Benchmarking
Contextual Inquiry
Diary Studies
Card Sorting
Focus Groups
Ethnographic Research

Quantitative Research

Surveys
Statistical Analysis
A/B Testing
Data Visualisations
T-Tests

Design

Service Blueprints
Customer Journey Mapping
Systems Thinking
Design Strategy
Storytelling
Workshop Facilitation
Jobs to Be Done
Storyboards
Information Architecture
Wireframes
Prototyping

- Created a mixed-method research roadmap—covering industry trends, competitive analysis, interviews, card sorting, usability tests and surveys—to understand employee motivation, behaviors and needs.
- Delivered service blueprint, user personas and design principles to UX design team.

UX Researcher and Designer at **OpsLyft (B2B Cloud Tech IaaS Startup)**

2 years | May 2019 - Jul 2021 | Full-time

- Led end-to-end UX research and design for “Cost 360,” a cloud management SaaS, aligning product vision with user needs through user stories, customer journey maps, and iterative prototyping.
- Achieved a 30% reduction in operational costs and secured 3 enterprise contracts by guiding a 5-member design team in agile workflow; developed user stories, CJM, prototypes and JTBD.
- Increased user sign-ups by 100% and attracted 10+ VC inquiries through a data-driven website redesign informed by Google Analytics insights and usability testing on Usertesting.

EDUCATION

Master's in Human-Computer Interaction

Institute of Design at Illinois Institute of Technology | 2021 - 2023

Bachelor's in Computer Science Engineering

Netaji Subhas Institute of Technology | 2015 - 2019

OTHER PROJECTS

Taking Responsibility in the Age of AI Report

Institute of Design, Illinois Institute of Technology, 2024

Conducted 28 interviews to understand the State of Design in the Age of AI and synthesized insights into a report. Thought Leaders in Design, Chief Design Officers, and the Head of Design across 18 corporations such as Meta, IBM, IDEO, Capital One to understand the State of Design in the Age of AI.

Rotman Design Challenge

Organised by Rotman School of Management and Sponsored by SunLife Insurance, 2023

Finalist in the Rotman Design Challenge to entice millennials and genZ to use SunLife’s products.

Memiro, Self Tracking as Activism

Institute of Design, Illinois Institute of Technology, 2022

Project highlighted in the 85th Anniversary of Institute of Design. Created a guided experience to log, transform, and embed sensitive data (like menstruation data) into crafts. The experience teaches individuals how to discreetly encode their own data to build self-knowledge, data literacy and fostering craft as a form of activism.

TOOLS

Research

- DScout
- User Zoom
- Dovetail
- Maze
- Optimal Workshop
- Userlytics
- UserTesting
- Qualtrics
- SurveyMonkey
- Google Forms

Design and Prototyping

- Figma, Sketch, Adobe XD
- Adobe Design Suite
- Zeplin
- Azure

Visualisations & Whiteboarding

- Miro, Mural, FigJam
- Lucidchart
- Tableau
- PowerBI
- SPSS

Project Management

- Jira
- Asana
- Confluence

LEADERSHIP

- Strategic Thinker
- Collaborative
- Empathetic
- Active Listener
- Adaptable
- Detail Oriented
- Effective Communicator

LANGUAGES

- C++ , SQL, R