

Sarina Garg

Product designer

www.sarinagarg.com

786-999-2713

sarina.dl.garg@gmail.com

Experience

Product Designer, Hypersonix AI

July 2020 - Present

- Designed and prototyped an AI powered Conversational Experience (Jarvis) that helps customers make better business decisions by providing insights and recommendations.
- Redesigned and implemented the Notification Centre, which allows customers to receive relevant, timely, and actionable notifications on custom sales events. Resulted in a 60% increase in the click-through rate and 80% of customers found the redesign to be valuable.
- Led cross-team (sales, data, engineering) initiative to develop and implement a visual design system.
- Promoted from Intern to full time Product Designer in 3 months.

UX design team lead, Lambda School

June 2020 - August 2020

- Mentored 9 UX students by providing design guidance, facilitating daily standups, resolving blockers, and conducting mock interviews.

UX Designer, Alloy Technology Solutions

Apr 2020 - June 2020

- Redesigned the web and mobile app to allow field technicians to capture and annotate images of machine parts, and accurately document the maintenance status.
- Resulted in an 80% lift in usability test scores, 125% increase in accuracy, and 16% reduction in time spent to document maintenance updates.

Interior designer, X8 Property and Design

Jan 2017 - Aug 2019

- Provided interior design and project management services for 5 sites (avg. value \$80,000) resulting in an ROI of 90 - 120%.
- Remodeled 4 investment properties that are listed on Airbnb with 500+ combined reviews averaging 5 stars.

Founder & Interior Designer, SDL Designs

Jan 2014 - Aug 2018

- Designed a residential property with a budget of over \$10 million; featured in design magazines such as Architectural Digest & Luxe FL.
- Designed and project managed 15 contractors to build a theme park worth \$300K.

Skills

UX methods and design / Languages

- Sketching, wireframing, user research, personas, usability testing, visual design, Figma.
- English (native), Dutch (native), Hindi (working)

Education

Lambda School UX Design

Aug 2019 - Apr 2020

The Art Institute of Fort Lauderdale

Apr 2009 - Apr 2013

Bachelors of Science - Interior Design.
Minors in Visual Design & Graphic Design.