Krashagi Saini
UX Designer II

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Experience

Microsoft
Jan' 22 - Present
UX Designer II

Dynamics 365 sales

²• Worked on **Dynamics 365 sales** product and delivered end to end experiences for latest features generated by **Co-pilot using AI**
• Worked on several other features to **enhance sellers productivity**

Bharti Airtel
Feb'20 - Jan '22
Sr. UX Designer

Airtel ads

Worked on Airtel ads '**India-first advertising solution**' from Airtel
• Created landing page and campaign creation journey from scratch which included **crafting UX flows, designing interfaces** and doing **usability test**.
• **Collaborated** with team of **engineers, product managers, content writers, branding and sales** to develop the product

Airtel Shop

Created **self-serve journey** for Airtel shop, portal for sellers.
• Conducted workshops to drive clarity amongst stakeholders through **research, benchmarking and user journey mapping.**
• Delivered designs from **wireframes to final visuals within 2 weeks**

Other projects at Airtel

• Worked on **recharge journey for DTH**
• Worked on **Airtel Superhero** construct to support recharges for under previlidge users during COVID-19
• Worked on Onboarding journey for **Airtel Local Cable Operator**

Incedo Technologies
Jun'19 - Dec'19
Research and UX Design

²• Worked on end to end solution for enhancing productivity in corporate functions for a service based organisation

Entropy Design
May'16 - Jun'19
Product Design

Academic Projects

Google Reviews
Enhancing customer experience by ensuring authenticity in Google Reviews

Samsung Edge
Making Samsung the brand choice of millennials

LPG/PNG Sahay Yojna
Designing Strategic Media Plan for Govt. of Gujarat Gas Ltd.

Systems Thinking - Education Model in India
Designing a System of education that inculcates self-ownership learning among students

Education

National Institute of Design
Master in Design   Jul'17 - May'19
Strategic Design

National Institute of Fashion Tech.
Bachelor in Design   Jul'12 - May'16
Fashion Design

Skills

Story Boarding   User Journey Mapping

Design Research   Usability Testing

Wireframing   Rapid Prototyping

Visual Design   Systems Thinking

Tools

Figma   Adobe Illustrator

Adobe Indesign   Adobe Photoshop

Procreate   Pen + Paper

Extra Curricular

Ambassador at Postcrossing.com

Design mentor at Adplist

Core member of Culture-v-team

Honour and Awards

Published Research Paper

Zero Waste Pattern Making

Reviving Crafts of India,
Ikat/Patola Sarees

Max Design Awards

Second Runner-Up at
Max Awards (Student Edition)