



**Pooja Desai**

Marketing & Product Designer

## Education

### Springboard UX Design Certification

Mar 2020 - Mar 2021

A comprehensive full-time UX Design certifications course.

### California College of the Arts Illustration, BFA (distinction)

2010 - 2015

## Tools + Skills

### Design Tools

Adobe Creative Suite  
Figma  
Sketch  
Invision  
Miro  
Mural

### Marketing Tools

Google Analytics  
Hootesuite  
Later  
MailChimp  
Wix  
Wordpress

### Skills

UX Design  
User Research  
Visual Design  
Content Writing  
Illustration

### Still Learning

Accessibility for Design  
Design Systems  
Mobile App Design

## Experience

### Spouse-ly

UX Designer/UX Researcher

Mar 2021

In collaboration with the CEO of Spouse-ly and team of other designers, I conducted user surveys and user interviews to gather insight about vendor journeys. We also identified key user journeys and I lead the design of the vendor dashboard, profile manager, store manager, and knowledgebase experiences.

### Honey Beauty

Springboard Capstone Project

Mar - Apr 2020

I designed an inclusive e-commerce website for beauty products, catered to people of color. I was responsible for defining Honey Beauty's visual identity, developing the key user journeys, such as account experience (new/returning users), product search personalization, product detail page, and checkout.

### Savr Mobile App

Springboard Design Sprint

Mar 2020 - Mar 2021

I participated in a design sprint, following the Google Ventures Design Sprint method, to create a mobile app for recipes, that makes it easy and painless for the user to find recipes, follow directions and make meals.

### SAP Ariba

Visual Design Intern

June - Dec 2016

I supported various projects on the UX team, by working closely with Principal Designers, Content Writers and Design Strategists. Some of these responsibilities included designing a mobile app icons for Ariba's supplier and requisition services, working on production design support for different projects, and identifying/prepping stock images for mobile applications.

### CMG Landscape Architecture

Marketing Assistant

Jan 2019 - Nov 2020

In my role as the Marketing Design Assistant, I designed and supported the creation of brochures, proposals, awards submissions, e-blasts, and creating illustrations, graphics and videos for social media.

### Avenidas

Junior Graphic Designer & Marketing Assistant

Nov 2017 - Nov 2018

I was responsible for design and copywriting for all social media platforms, maintaining the Wordpress website, conducting email marketing campaigns, and creating all marketing collateral.

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