

SAUMYA BAHETI

PRODUCT DESIGNER

As a designer with a business background, I focus on aligning product design with strategic goals to deliver impactful solutions that drive business success.

WORK EXPERIENCE

Product Design Intern / Momentive.ai (SurveyMonkey)

JUNE 2022 - AUG 2022 / Full-time, hybrid, San Mateo

- Led design of new machine learning insights opt-in feature for SurveyMonkey's core platform, prototyped flows using Figma
- Redesigned survey data customizations feature for B2B product using extensive market research, interviews, technical feasibility analysis, and Figma prototyping
- Communicated insights cross-functionally by presenting iterations frequently to PMs, engineers, and design team in review sessions

Analyst - Digital Transformation / Ernst & Young

JAN 2020 - MAY 2021 / Full-time, remote

- Conducted extensive market research, authored, and designed 4 high-impact industry research reports using insights from 10+ expert interviews, focus groups, and data analytics
- Crafted business strategy proposals for digital transformation of top global beauty and retail brands, Indian airports
- Built storyboards and designed creatives for a COVID-19 wearable company published across 10+ Indian e-marketplaces
- Recipient of the EY KUDOS Award for individual contributions across projects

Assistant Manager, Digital Strategy / IIFL Securities

SEP 2019 - DEC 2019 / Full-time, remote

- Redesigned customer journey across 3 digital customer acquisition channels by developing extensive documentation for engineers, A/B testing, and designing user flows

PROJECTS

Interaction Designer / AGI Construction

JAN 2022 - MAY 2022 / University of Michigan Community Corps

Conducted interviews with 8 community leaders, analyzed data, evaluated web portal, and prototyped new interface for Detroit-based community web platform using Adobe XD

Interaction Designer / Consumer Health Tech (SI 684)

JAN 2020 - MAY 2021 / University of Michigan Course Project

Conducted needs and gap assessment through literature reviews, competitor analysis, and designed app prototypes at varying fidelity levels using Figma, incorporating multiple rounds of user testing and feedback

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EDUCATION

2023 | M.S. | GPA: 3.97

Information (UX Research & Design)

UNIVERSITY OF MICHIGAN

2019 | B.S. | GPA: 3.64

Business Administration

UNIVERSITY OF SOUTHERN CALIFORNIA

SKILLS

Web and UI Design
Design Systems
Presentations
Design Thinking
Prototyping, wireframing
Low to High-fidelity Design
Business Strategy
Video Editing
Market Research

TOOLS

Figma, Miro, Adobe XD, JIRA,
Adobe PhotoShop, Adobe
Illustrator, Final Cut Pro,
Microsoft Office

CERTIFICATES

2023

Agile with Atlassian Jira

Atlassian | Coursera

2021

Python for Everybody

University of Michigan |
Coursera