



Chennai, India  
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## Deepshika Sakthivel

A UX Designer with 7 years of experience, contributed to various projects on gaming & device configurations, healthcare, real estate, edutech, etc. An avid storyteller, spatial thinker (I also teach design :)

I strive to make experiences better, businesses grow & users happy!

Links

[Portfolio](#)

[Linkedin](#)

Employment History

### Sr. UX Designer at Logitech, Chennai

April 2024 — Present

Leading the software UX design for gaming mice, used by 68M+ users.

Conducted extensive qualitative & quantitative research, A/B testings, user interview & surveys, post production testings, data analysis etc. for 10+ mini projects & 1 legendary mouse project currently.

### Senior Experience Designer at Publicis Sapient, Bengaluru

December 2023 — March 2024

Worked for **Verizon (client)** - under NDA

Contributed to internal projects, service design initiatives, research groups & mentorship activities inside the company.

### Senior product designer at Credo Health, Chennai

January 2022 — November 2023

**Leveraged data** to optimize design, user experience, and business goals, successfully **delivered over 30 features**, ranging from **AI integration to Electronic Health Records (EHR)**.

Through **effective team leadership and cross-functional collaborations**, continuously strive to stay ahead of competitors and drive impactful results in the market.

**Spearheaded the design department**, setting the **vision, strategy, and direction** for all design initiatives.

**Led a diverse team** of UX/UI designers ensuring alignment with company objectives and user needs.

Championed a user-centric design approach, leveraging empirical data, user research, and iterative feedback loops.

**Built a solid Design System & Guidelines** that ensures consistency, scalability, and alignment with industry standards.

Advocated and designed products that were **accessible and usable** by a diverse user base.

Played a pivotal role **culture building and professional growth of the design team**.

Engaged in regular dialogue with senior leadership, presenting design strategies, garnering feedback, and ensuring alignment with company's objectives.

Helped with **pitching business strategies & design** presentations to client organisations.

## UX Designer at Moveasy (currently LiveEasy), Columbus

June 2021 — December 2021

As a UX Designer for an all-in-one home concierge servicing company, I spearheaded the experience design & guidelines for end-to-end development of a concierge web app that manages 1M+ customers and fosters relationships with 20+ big real estate clients of US, UK & Europe.

The revamped product resulted in **lesser time on task & user enrollment ratio going up from 43% to 88%**.

## Design Manager at Curiosité, Tiruchirappalli

December 2020 — June 2021

Led design at a dynamic startup of 50+ creatives, worked & guided on branding & UI/UX design, also helped with app/web development projects on design handoff, testing pre & post production etc.

## UI/UX Designer at QuillBot.Inc, Chicago

September 2020 — December 2020

As an individual contributor in the whole company, I achieved a remarkable **20% increase in sales within a month** by revamping the subscription flow & the working dashboard.

I also contributed a bit to **branding & illustrations**.

Collaborated directly with the **leadership team, data team & UX writers** for creating the experience design.

## UI/UX Designer at Azym Technology, Qatar

May 2019 — September 2020

I helped maintain style guides, crafting user personas, wireframing, prototyping, and creating a brand with a face that elevates digital experiences for 20+ projects.

## UI/UX Designer at QP.Inc, Tiruchirappalli

February 2018 — April 2019

Worked on 20+ design projects like dashboard design, web design, app design, infographic design, etc.

Maintained style guides, project documentations, research reports, branding materials etc.

## Education

## Bachelor of Science in Chemistry, Bishop Heber College

May 2021

## Skills

User Experience (UX), Strategic Product Design, User Research, Market Research, Competitive Analysis, Qualitative & Quantitative Research, Journey Mapping, Insight Analysis, Wireframing, Prototyping, A/B testing, Usability Testing, Data-Driven Design

Service Design, Cross-Functional Collaboration, Product Management, Accessibility and Inclusivity, Interaction Design, Figma, Sketch, Adobe XD, Useberry, Maze, Miro, Notion, Airtable, Use Adobe Creative Cloud

## Courses

### Human Centred Design at University of Leeds

November 2024

### Enterprise Design Thinking - Practitioner & Co-Creator at IBM

January 2021

### User Experience & Mobile Interfaces Design at Accenture

August 2020

### App & Web Development at Internshala

May 2020 — July 2020

### Data Science & Machine Learning at Amazon Web Services

May 2020 — July 2020

### Crash Course in Python at Google

June 2020

## Languages

English, Tamil, Hindi, French

## Accreditations Out Of Work

### Winner, Design Days Hackathon for Professionals, Salesforce 2024

Worked on an IoT project for women's safety in 5 days & won among 400 teams

### Special Jury Award, UMO DesignxSocial 2021

For the Global Innovation Challenge, I worked on a project on saving children who lost their families to Corona Pandemic.

### Top 1% Mentor, ADPList

## Me Out Of 9-5

I am a motorcyclist and a travel enthusiast. I love to wake up with new views every now & then, to rejuvenate myself in this busy corporate 9-5 job. I also go on cafe hopping, finding the best biryanis & hot chocolates in the city. At home, I bake the best brownies, make the creamiest hot chocolates, strongest coffees, luscious cheesecakes, boozy tiramisu, or simply daydream about buying a Porsche GT3RS someday!