

KANIKA SACHDEVA

HOU, TX • 3463171526 • kanika.designer@gmail.com

Portfolio website: kanikasachdeva.com • www.linkedin.com/in/kanika-sachdeva00

PROFESSIONAL EXPERIENCE

Jun 2023 - Aug 2023	WALMART Product (Design and Strategy) Intern <i>Spark Driver platform powers delivery services for Walmart & Sam's club with 1M+ applicants yearly (FY24)</i> <ul style="list-style-type: none">Spearheaded new Spark Driver application portal prototypes design development using Figma; projected savings of \$2.5M by reducing driver support calls by 2% and increasing trip initiation rate by 4.29%Proposed optimization in drivers' activation journey by identifying pain points through journey mappingDesigned product road map for 3 quarters and crafted portal performance tracking with Google analyticsCollaborated with engineering, business, legal & marketing teams for integrated product developmentPresented new portal designs to cross-functional leaders and received approval for design implementationEnhanced customer experience through improved on-time delivery metric by new product design strategy	SUNNYVALE, CA
Jan 2023 - May 2023	Honda (99P Labs) Service Designer <i>Innovated a new game that re-imagines mobility-as-a service for Gen Z in 2030</i> <ul style="list-style-type: none">Led game design development from UX research, ideation, prototype & user interface development up to conducting usability tests on prototypes, leveraging design thinking and user-centered design methodsInterviewed and surveyed over 200 users on the Dscout platform, analyzed data and created user PersonasAnalyzed market trends, developed business strategy and presented final project proposal to client	PITTSBURGH, PA
Nov 2019 - Sep 2021	TURNER PROJECT MANAGEMENT INDIA Assistant Design Manager <i>Designed departure and arrival journey experiences at terminal T1 at IGI Airport to serve 40M travelers/annum</i> <ul style="list-style-type: none">Reduced avg. check-in time from 120 to 80 secs; synthesized research data, identified opportunities in existing departure journey, designed and executed solutions to improve check-in experience for future travelersFacilitated design review workshops with 15+ cross-functional stakeholders (engineers, product designers, operations, suppliers) to build consensus on project development as per business needs and users goalsCreated customer journeys & service blueprints to map holistic and integrated experiences for travelersRegularly presented design strategies to client C-suite to balance quality, budget, and time factors in project	NEW DELHI, IN
Feb 2018 - Oct 2019	EGIS INDIA CONSULTING PVT. LTD Deputy Manager <i>Project management for infrastructure projects</i> <ul style="list-style-type: none">Generated \$2M in business over 4 months by evaluating bid proposals from technical and financial standpoints, addressing pre-bid queries, and submitting bid through competitive processAided strategic management decisions by providing actionable insights on project data by KPIs analysisImplemented annual project milestones plan and budget forecast with finance team	GURGAON, IN

EDUCATION

DEC 2023	CARNEGIE MELLON UNIVERSITY Master of Integrated Innovation for Products & Services (MIIPS), [GPA 3.75/4] Courses: User research, Digital Service Innovation, Data Management, Visual Design	PITTSBURGH, PA
MAY 2016	SCHOOL OF PLANNING AND ARCHITECTURE Master of Project Management (MBEM), [GPA 3.8/4.0]	NEW DELHI, IN
JUL 2013	UTTAR PRADESH TECHNICAL UNIVERSITY Bachelor of Architecture (B.Arch.) [GPA 4/4]	LUCKNOW, IN

ADDITIONAL INFORMATION

Skills: Mural, Figma, Sketch, Visual design, User survey & Interview, Data Visualization and Storytelling, Empathy mapping, Persona analysis, Prototyping, Stakeholder management, Competitive analysis, Problem solving, Service Design, Project Management

Activities: Won scholarship to attend and represent Ill dept. of CMU in Grace Hopper Celebration conference for two years