



Sandra Sivanandan

UX Designer | M.Des in HCD
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I am a user experience designer from Bangalore passionate about understanding people and solving business problems with a human-centric approach. I thrive most when solving complex problems through thoughtful and simple interfaces.

Experience

Practo | Product Designer

May '20 - Present

I own the tele-consultation experience for providers (doctors) and consumers (patients). My work on creating the customer journey map, identifying the user experience gaps and designing the consultation experience was recognized and awarded ACE award for H1 '20-21. I also helped design and launch the video first consultation experience for doctors during the lockdown period that moved video consultations from 48% to around 70%.

Lenskart | UX Designer and Researcher

Dec '19 - Apr '20

I was the founding designer at Lenskart Jeeto, an assisted e-commerce model for Lenskart's eyewear solutions to customers in rural and semi-urban India. I owned the end to end design process from research to product design as this was first of its kind teleconsultation product for Lenskart with remote eye testing and vision correction.

Practo | Product Design Intern

Jan '19 - Apr '19

As part of my graduation project, I designed a mobile app based health plan for managing and tracking diabetes for Practo

Bigbasket | UX Intern

May '18 - Jul '18

I identified gaps and opportunities in the email communication throughout the various stages of user's purchase journey and redesigned transactional emails.

Senior Software Engineer

Nov '12 - May '17

Prior to moving to design, I worked as a software engineer in Fujitsu Consulting and L&T Infotech on Sharepoint and .NET technology

Education

Srishti Institute of Art, Design and Technology | Bangalore

Jul '17 - Sep '19

M.Des in Human Centered Design

K. K. Wagh Institute Of Engineering Education And Research | Nashik

Jul '08 - May '12

B.E. in Computer Science

To know more about me and my work visit



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