

sakeena tayebji

innovation
& visual designer

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Education

Bachelors in Communication Design

PEARL ACADEMY

Graphic Design | Summer Course

NABA, MILAN

Awards

Innovation Champion

ACCENTURE

Innovation design boot-camp winner

HP CHANGEMAKER

Finalist- Design category

TAIWAN INTERNATIONAL STUDENT DESIGN
COMPETITION

Scholarship- Who's Next

HP CHANGEMAKER

Skills

DESIGN SKILLS

- Experience Design
- Service Design
- Usability Testing
- Gamification
- Design research
- Demography studies
- Competitive analysis
- Stakeholder workshops
- Wire-framing
- Rapid prototyping
- UI Design and Design systems
- Accessibility Design

TOOLS

- Figma
- Figjam
- Adobe CC
- Mural
- Miro

Experience

Innovation Design Team Lead

ACCENTURE, THE DOCK, DUBLIN | PRESENT

- At The Dock, Accenture's flagship R&D global innovation hub, we engage in the creation of innovative products and services. As part of my role, I am responsible for conducting extensive research, conceptualizing ideas, and designing solutions tailored for clients within industries such as transportation and public services.

Experience Design Team Lead

ACCENTURE, MUMBAI | 3.5 YEARS

- Researched, designed, prototyped and validated experience design projects with some of Accenture's diamond clients for 3+ years
- Collaborated with stakeholders, researchers, UX writers, and developers to create comprehensive designs for mobile and web platforms in various industries. Additionally, my role encompasses service design and expertise in gamification.
- Mentored fellow designers on the team to build UX skillsets and develop their crafting techniques

UX Design Volunteer

NEEDLAB | 3 MONTHS

- Conducted stakeholder workshops and user interviews to create personas of the pandemic
- Designed a digital platform to providing mental health support for those grieving during COVID- 19

Communication Design Intern

ELEPHANT DESIGN | 3 MONTHS

- I have had the opportunity to work with a number of F&B brands to research and create a visual language for their packaging design
- Designed a digital platform to providing mental health support for those grieving during COVID- 19