

Sakeena Tayebji

UX Designer

Education

Bachelors in Communication Design

Pearl Academy | 2015-19

Graphic Design | Summer Course

NABA, Milan | 2018

Awards

Innovation Champion

Accenture | 2020

Innovation in design boot-camp winner

HP Changemaker | 2019

Finalist- Communication design category

Taiwan International Student Design Competition | 2019

Scholarship- Who's Next

Pearl Academy | 2015-19

Skills

Design Process

User research & demography studies

Creating workflows and personas

Competitive analysis

Stakeholder workshops

Wireframing & Prototyping

UI Design and design systems

Usability Testing

Design Tools

Figma | Sketch |

Adobe creative suite |

Mural | Miro

Professional Experience

Accenture | 2019-2022

Senior UX Designer

>> Researched, designed, and prototyped the MVP of a high value product for an essential B2B Accenture internal solution

>> Conducted heuristics evaluation for more than 35+ digital products

>> Created digital ecosystems for a telecom brand based out of UAE diversifying across industries and mediums. This involved end to end interaction design solutioning

Needlab | 2020

UX Design Volunteer

>> 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

Elephant Design | 2018

Communication Design intern

>> Market research, competitive analysis and packaging design for some of India's largest FMCG brands

>> Benchmarking, visual design concepts and UI design for two of India's largest fashion online retailers

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