

SANJANA MEHTA Visual & UX Designer

My thinking revolves around how people come together and connect in the physical and digital worlds around them. I'm also someone who really prioritises collaboration and teamwork. I am learning and finding inspiration in new places every day.

EDUCATION

M.A. USER EXPERIENCE DESIGN

October 2020 – December 2021
London College of Communication, UAL

DIPLOMA COMMUNICATION DESIGN

July 2013 – July 2017
Indian School of Design & Innovation
Parsons, Mumbai

B.A. SOCIOLOGY

May 2014 – May 2017
Correspondence Degree,
University of Mumbai

CONTACT

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Portfolio -
<https://mehtas1702.wixsite.com/portfolio>

SKILLSET

Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Adobe Aftereffects
Adobe Premiere, Sketch, Figma & SketchUp

EXPERIENCE

UX DESIGNER | April 2022-Present

Lollypop Design Studio
<https://lollypop.design/>

As a UX Designer at Lollypop Design, I have worked on projects ranging from Edutech, Construction to OTT platforms and Blockchain. My roles included discovery, planning, wireframing, prototyping and user testing. This has led to the foundation of a great skillset of user research, interaction design, iconography and branding.

VISITING FACULTY | 2022, 2023

4 months | Teaching Interaction Design Studio at ISDI Parsons Mumbai
<https://www.isdi.in/>

As a visiting faculty at ISDI, I am teaching a studio focusing on interaction design to the sophomore students of Communication Design. This studio focuses on developing the ability to analyse problems, understand the iterative making process and design purposeful, pragmatic, and elegant interactive design solutions.

UX DESIGNER | April 2021-July 2021

2 months | Collaborated with Moley Robotics
London College of Communication, UAL

As a part of my masters course my team and I collaborated with Moley Robotics; the world's first robotic kitchen to design a system that explores the physical interactions and social relations with a robot chef and its human guests. We created 16 modes of interactions supported by a manual for the user to understand the scope of each mode. This can be viewed here - <https://moleychef.wixsite.com/microux>

UX DESIGNER | January 2021-March 2021

1.5 months | Collaborated with Victoria and Albert Museum
London College of Communication, UAL

As a part of my masters course my team and I collaborated with the Victoria and Albert Museum. We designed a physical and digital experience of the museum's online collection. With the use of AR we were able to bring the museum artefacts to the viewers home allowing people worldwide to enjoy and connect with the V&A's collections. This can be experienced here - <https://mehtas1702.wixsite.com/blog/copy-of-macro-5>

GRAPHIC DESIGNER | October 2017-June 2020

2.5 Years | The Design Bay Studio, Mumbai
<https://www.thedesignbaystudio.com/>

As a graphic designer, I worked on projects ranging from branding, social media, editorial, packaging and UI design. This covered a sector of industries like fashion, cosmetics, jewelry, F&B, gaming, security, and educational sectors to name a few.

Understanding client briefs, engaging in team work and team building, time management and taking a lead on projects were some of the highlights working at this design studio.

DESIGNER internship | June 2016-August 2016

2 months | Colour Infinity, Viacom 18, Mumbai
<https://en.wikipedia.org/wiki/Viacom18>

I worked in the On-Air Promotions team creating promotion sequences that featured in between shows on the Colours Infinity television channel. Video editing, animation using aftereffects and photoshop were the main tools that I learned and used during this 2 month internship.