

# Sai Varsha Koya

Ux Designer

13177207430 ◇ saikoya00@gmail.com ◇ United States ◇ Open to Relocate ◇ [LinkedIn](#) ◇ [Portfolio](#)

## SUMMARY

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Strategic and **user-centered UX/Product Designer** with **3.5+ years of experience** designing **inclusive, data-driven** web and mobile experiences. Adept at leading **cross-functional design strategy**, driving **business outcomes** through **research-backed interaction design**, and creating **scalable systems**. Skilled in **behavioral analytics, accessibility, and end-to-end product visioning**. Passionate about solving **complex UX problems** and aligning **user needs** with **product and business goals**.

## EXPERIENCE

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### Ui/Ux Designer

Aug '24 — Present

GRO

Dallas, United States (Remote)

Designing omnichannel, customer-facing digital experiences for retail and service clients, boosting customer engagement.

- Designed customer-facing **web experiences** across retail/service sectors, increasing engagement by 40%.
- Led **conversion optimization** efforts through **A/B testing** and metrics (**SUS, NPS**), improving CSAT by 35%.
- Created **responsive layouts** using a **scalable design system**, improving **cross-platform consistency**.
- Conducted **usability testing** and improved **design-to-dev handoff** by 50% via detailed **Figma specs**.
- **Mentored** junior design interns and collaborated with **product managers** to shape **roadmap priorities**.
- Tied **UX metrics** to **business KPIs**, influencing **CRO strategy**.

### Lead Ux Designer

Jan '24 — Dec '24

LocHist (Travel App MVP)

Indianapolis, United States

Led product strategy and design for a travel-tech startup delivering personalized, audio-guided experiences.

- Led **strategy** and **product vision** for a travel-tech MVP with **audio-guided experiences**.
- Achieved 90% **satisfaction rating** from 200+ users through **iterative testing** and **design refinements**.
- Designed **user flows, wireframes, and prototypes**; delivered full **development-ready assets**.
- Facilitated **product visioning workshops** and aligned **design outcomes** with **go-to-market strategy**.

### Ui/Ux Researcher

Jan '23 — Jan '25

USER (User Simulation And Experience Research) Lab

Indianapolis, United States

Worked on accessibility and assistive technologies in generative AI platforms.

- Led **accessibility research** and **heuristic evaluations** of **AI-powered assistive tools**.
- Resolved 12+ **accessibility issues**; solutions currently under **NSF review**.
- Advocated **inclusive design principles** across lab projects and **mentored research fellows**, influencing broader research strategies. - [Click here to know more](#)

### Ux Design & Research Lead

Jan '23 — Jan '25

COMET (CONvergent Media and Technology) Lab

Indianapolis, United States

Led UX design for AI-driven digital projects and research-based product innovation.

- Redesigned the **Indiana Soccer website**, website architecture increasing user engagement by **25%**.
- Collaborated in **Agile sprints** with **PMs, engineers, and marketing** to align **design and business**.
- Used **Hotjar & GA4 analytics** to improve **flows and roadmap strategy**.
- Contributed to **team mentorship** and led multiple **cross-functional ideation workshops**.

### Product/UX Designer

Jan '22 — Dec '22

Taarini Weddings Pvt Ltd

Bengaluru, India

Redesigned the digital customer experience across web platforms.

- Revamped **end-to-end digital experience**, boosting **usability** and **customer retention**.
- Conducted **user research** and **testing** to realign **navigation** and **brand experience**.

## EDUCATION

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**MS in Human Computer Interaction**, Indiana University Indianapolis

Jan '23 — Dec '24

Indianapolis

- Specialized coursework in **UX Research, Accessibility, AI & Emerging Tech in UX, and Product Strategy**.
- Led a **Capstone Project** on AI-driven accessibility solutions, improving usability for assistive tech users.
- Active member of **IxDA (Interaction Design Association)** and **HCI Research Group**, contributing to UX innovation.
- Organized and participated in **hackathons, design challenges, and UX workshops** to enhance practical skills.

**Bachelors in Design**, National Institute of Fashion Technology

Aug '18 — Aug '22

Bhubaneswar

- Focused on **Human-Centered Design, Visual Communication, and Interaction Design**.
- Led a team project to develop an **inclusive e-commerce experience**, recognized at a national design competition.
- President of the **Design & Innovation Club**, mentoring students and organizing UX-focused events.

- Completed internships in **UI/UX Design and Digital Experience**, applying research and design skills in real-world projects.

## SKILLS

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**Design & Prototyping:** Figma (expert), Adobe XD, Sketch, InVision, Framer, Blender

**Front-End Development:** HTML, CSS, JavaScript (React basics), Webflow, Zeplin, Storybook, Notion, Miro

**Analytics, Research & Testing:** Hotjar, Mixpanel, Looker Studio, SUS/NPS Metrics, A/B Testing, GA4

**Core Competencies:** Conversion Optimization, Web UX/UI, Website Design, CX Strategy, Agile Collaboration, Accessibility, Design Systems, Responsive Layouts, UX Writing

## PROJECTS

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**FairPath**, DevPost Hackathon [Link](#) May '23 — Jun '23  
United States

- Designed and developed FairPath**, a mobile and web platform aimed at eliminating bias in hiring by implementing anonymous profiles and voice/face filters.
- Conducted UX research and user testing**, with 20+ job seekers and recruiters
- Won Top 150 Prize at a major hackathon**, competing against 1000 participants, validating the project's impact on inclusive hiring solutions.

**Better Bonds** [Link](#) Mar '23 — May '23

- Led UX research and design** for Better Bonds, a mobile app enhancing emotional connections through gestures, shared calendars, and mood tracking.
- Conducted user research and usability testing**, identifying key pain points and iterating the design to improve accessibility and ease of use.
- Scored a 92% project score**, validating the app's effectiveness in fostering meaningful relationships and user-centered design principles.

**GRO Live Projects**, GRO Marketing Firm [Link](#) Jan '25 — Present

- My work at GRO is protected due to NDA. You can access them on my **portfolio** with the password: **growithsai**

## AWARDS

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**2025 Graduate Student Honors Award** Apr '25

**2024 3MP (3 Minute Pitch) People's Choice Award** Oct '24

**2024 3MP (3 Minute Pitch) Runner Up** Oct '24

**Luddy Capstone'24 - People's Choice Award** Nov '24

**Student Academic Appointee Scholarship** May '24

**2024 IUPUI Elite 50 Award - honoured to top 50 students among 9000+ Graduate & Professional Students** Apr '24

**2024 Graduate Student Recognition Award - recognised for my service at the Graduate Mentoring Center** Mar '24

**2023 - FairPath - Top 150 Award - secured for my design idea on DevPost - EduSands Hackathon** Apr '23

**Luddy Indianapolis MS HCI Scholarship** Jan '23

## VOLUNTEERING

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**Secretary And Treasurer**, DeCo (Design Coterie) May '23 — Dec '24

*"Created a community for all UX and Design enthusiasts of Indianapolis."*

- Planned the semester budgeting for the club
- Assisted in organising and coordinating UX events
- Contributed to overall planning and execution of club initiatives
- Enhanced communication and coordination by building a social media presence.
- Contributed to building a vibrant UX community

**Student Volunteer**, End Lung Cancer Sep '23 — Oct '23

I eagerly educated attendees about prevention and research so we could make lung cancer history. My materials equipped them to make lifestyle changes and support loved ones, potentially altering health trajectories. I presented complex issues clearly and conversationally, connecting through a shared purpose - a future with no lung cancer.

**IU Graduate school representative** Jul '23 — Jul '23

Represented the IU Graduate School at the Indiana Black Expo 2023, and spoke with attendees about the excellent advanced degree programs available. I shared clear information, answered thoughtful questions, and connected interested students with helpful resources to support their growth.

**UX Writer**, Bootcamp UX Collective (Medium) Apr '23 — Present

Published multiple thought pieces on UX research, accessibility, AI in design, and user psychology. Contributed to one of the world's largest design publications with 500K+ monthly readers and 87k+ followers. [View published articles here](#)