

# Saloni Naik

## Product Designer

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### EXPERIENCE

#### Bank of Montreal / Product Design Intern

JUN 2024 - OCT 2024, CHICAGO

- Redesigned BMO app onboarding flows to improve progression, funding rate and reduce customer drop rate.
- Streamlined BMO US Design system by actively collaborating with design managers and system ambassadors.
- Organized & led a UI exploration workshop for the design team generating a 30% increase in ideas for internal product interfaces.

#### DISH Network / UX Designer

JUN 2022 - JULY 2023, BENGALURU

- Analyzed customer interaction data to design for - Onstream, a live streaming platform with 10,000+ customers in the USA.
- Partnered closely with a team of 15 developers and 3 product managers to tackle UX challenges within the hospitality sector.

#### Reka Studio / UX Design Intern

DEC 2021 - MAY 2022, KUALA LUMPUR

- Applied predictive analytics and clustering techniques to model user behavior, developing prototypes for various enterprise software applications.
- Spearheaded strategy development and concept creation for AI-driven projects, enhancing app development efficiency by 35%.

#### saloninaik.com / Freelancer

JAN 2021 - JULY 2023, BENGALURU

- Followed optimal design practices to redesign for a travel agency website, resulting in a 12% increase in customer footprint.
- Designed style guides by employing A/B testing and prioritizing user-centric design methods to successfully resolve UX obstacles across distinct clientele based in Singapore, Malaysia, Dubai and India.

### INDUSTRY PROJECT - ONGOING

#### Salesforce / UX Designer

SEPT 2024 - PRESENT, INDIANAPOLIS

- Refining the Trailhead user journey with data-driven insights and innovative solutions as part of capstone project.
- Incorporating AI and machine learning models to elevate core learning experience by predicting user needs and personalization.

### SKILLS

**Design :** Illustration & UI graphics • Strategy & vision presentations • User flows • Concept sketching • Motion design with After Effects • Adobe creative suite • Design system • Figma • Rapid mockups

**Prototyping:** Rapid prototyping using Keynote & Invision • Interactive flow with HTML/ CSS/ JS

**Research:** Data analysis • Task analysis & persona hypothesis • A/B Testing & Experiment • Cafe & diary study • Cognitive walkthrough • Information architecture • Thematic analysis

**Collaboration:** Organizing UX/UI workshops • Facilitating design critique • Self Starter • Detail oriented • Flexible • Communicative • Team player

### EDUCATION

#### Indiana University / MS HCI

AUG 2023 - MAY 2025, INDIANAPOLIS

As a UX Designer at Indiana University's Emerging Technology Lab I focus on enterprise software in sports tech and explore AR applications for sustainability through innovation and entrepreneurial thinking.

#### GLSID / Bachelors in Product Design

JUN 2018 - MAY 2022, AHMEDABAD

Developed a design strategy for innovation modules and workshops at the Ahmedabad Design Fest, encouraging active student participation.

### RECOGNITION

#### Onstream by DISH - Design

Techovation award 2023, Semifinalist  
USA