

Sana Karnawat

Visual Designer

New York, NY

Experience

Experience Design Intern

BCG X (New York)

Jun 2023–Aug 2023

- Developed product and service solutions to deliver business and customer value for a big client in the automotive industry
- Responsible for designing concepts, system maps, user flows, wireframes, visual design comps, design systems and prototypes
- Collaborated with multi-disciplinary teams including consultants, product managers, engineers, and growth architects

Freelance UI/UX & Brand Designer

Fraghill (India - Remote)

Sept 2022–Nov 2022

- Planned and produced identity design & branding content
- Pioneered design of the company's new website, including developing wireframes, wire-flows, app map, final layout design mockups, and prototype on Figma
- Designed 15+ UI elements to ensure platform-wide consistency

Graphic Designer

Temple St. Clair (New York)

Aug 2021–Jun 2022

- Championed redesign of email campaigns and boosted customer outreach by driving up email click and open rates by 12.5%
- Spearheaded redesign of website's homepage, category and World of Temple pages to improve user experience, applying intuitive navigation and fresher layouts to maximize user engagement
- Pioneered designs of print material, digital advertisements, invitations and look books

Freelance Lead Visual Designer

Nutriangle (Pune, India)

Jul 2019–Dec 2021

- Executed and managed several cross-media projects that involved branding, strategy, packaging, and UI/UX design of the website
- Innovated an online membership platform during Covid-19 to retain audience and increased customer base by 15.3% in 1 month
- Took on a variety of responsibilities including graphic design, social media, user research, analysis of competitors, creating wireframes, user and prototype testing, tasting workshops, and survey designs

Part-time Operations Manager & Graphic Designer

Gem X (New York)

Feb 2020–May 2021, Aug 2022–Jun 2023

- Supervised a 600+ exclusive member database, client-brand relationships and subscription systems
- Independently administered 30+ interviews to vet jewelry enthusiasts globally, for membership approval
- Augmented the brand's outreach with graphics for social media, website, invitations and newsletters viewed by 13,000+ subscribers

Professional Summary

Dynamic visual designer specializing in **UI/UX & brand development**. Adept in providing helpful data visualization, prototyping, brand strategies and creating user-centered work. A versatile team player with a passion for learning and growing within an organization.

✉ karnawatsana@gmail.com

☎ + 1 (929) 433-6524

Education

Master of Science (MS), Strategic Design & Management

Parsons School of Design

Aug 2022–Jun 2024 (expected)

Bachelor of Fine Arts (BFA), Integrated Design

Parsons School of Design

Aug 2017–Jun 2021

Certificates

User Experience Design

Cornell University

Jul 2022–Nov 2022

Skills

Software

- Figma
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe XD
- Zeplin
- Sketch
- HTML + CSS
- Microsoft Suite
- Wordpress, Wix
- Mailchimp, Klaviyo

Design

- User Research
- Prototyping
- UI / Interface Design
- Wireframing
- Data Visualization
- Brand Identity + Strategy
- Brand Management
- Design System
- Packaging Design
- Social Media Design

Social

Portfolio www.sanakarnawat.com

Behance [sanakarnawat](https://www.behance.net/sanakarnawat)

LinkedIn [sanakarnawat](https://www.linkedin.com/in/sanakarnawat)

Instagram [@bysanakarnawat](https://www.instagram.com/bysanakarnawat)