

Saransh Solanki

Multidisciplinary Interaction Designer | Seattle, Washington | www.saranshsolanki.in | saransh.solanki@gmail.com | +1 (206) 636 8178

Experience

Mobile App Designer | Booking.com

Amsterdam, Netherlands | Mar 2018 - Sep 2018

- Designed the loyalty program for the biggest travel company in the world.
- Collaborated with researchers & teams from Shanghai & Tel Aviv to create a gamification model to increase user satisfaction & loyalty. Validated through A/B testing.
- Developed tools for the Design Team at Booking which helped in accessibility, internationalization, faster collaboration, & automating design testing.

Senior Product Designer, Mobile Apps | Practo

Bangalore, India | Oct 2016 - Feb 2018

- Led a team of 8 designers to revamp the login flow, architecture, & transaction funnels.
- Involved in user research, design strategy, setting up design standards & processes. Worked with brand team of Chermayeff & Geismar & Haviv, New York.
- Achieved 38% increase in important measured metrics; served 4 million users.

Product Designer | Practo

Bangalore, India | Jul 2015 - Sep 2016

- Designed a cross-platform tool for doctors to create & share medical records.
- Created a spatial structure for records making them more understandable & holistic.
- 56 million records shared & stored securely till date using this tool.

Co-Founder | Edvice (acquired by Hashlearn)

Bangalore, India | Sep 2014 - May 2015

- Designed an on-demand tutoring platform for students preparing for examinations.
- Spearheaded marketing, hiring verticals. Eventually led the company to a successful exit.

Full-Stack Developer Intern | Zomato

Gurgaon, India | May 2014 - July 2014

- Designed & developed features for the user search platform & dashboards for internal moderation teams.
- Some of these algorithms are used even today to make a lot of public-generated data about restaurants consumable in form of reviews & ratings.

Selected Projects

Soothe, using Virtual Reality to reduce Fatigue in patients with Chronic Pain

Seattle | Sep 2018 - present

UX Research Lead for a team researching the use of VR to reduce Fatigue in patients with chronic diseases like R-Arthritis. Advised by Dr. Thomas Furness, “grandfather of virtual reality” & a pioneer in human interface technology.

Capstone Project with Microsoft Mixed Reality (HoloLens)

Seattle | March 2019 - present

Creating Mixed Reality solutions to assist filmmakers, VFX artists, & production artists.

Design Linter

Seattle | Aug 2018 - present

Developing an automation tool to help designers validate their design against design-guidelines & provide them suggestions for possible fixes.

Education

University of Washington

Seattle | 2018 - present

Master of Human Computer Interaction + Design
Expected graduation: August, 2019

Birla Institute of Technology and Science

Pilani, India | 2011-2015

Bachelor of Engineering (Hons.) in Civil Engineering

Tagore School of Arts

Jamshedpur, India | 2007

Diploma (4 years) in Fine Arts

Achievements

#2 Product of the Day, Product Hunt

March 2019

Award for Design Linter, a tool to automate design testing

AWS Mobility Awards 2017, Healthcare

Bangalore, India | June 2017

Do-Great Award

Bangalore, India | May 2017

Awarded top recognition by CEO, Practo. Only designer to have received the award in 10 years of the organization.

Skills and Tools

UX Research and Design

User interview, contextual inquiry, usability testing, information architecture, journey mapping, ethnographic study, personas, wireframing, concept development, storyboarding, prototyping, visual design, A/B Testing.

Tools and Softwares

Sketch, Adobe AE / AI / ID / PS, Invision, Principle, Unity, Maya 3D, Google Analytics, Xcode, Android Studio, Revit.

Prototyping and Development

Rapid prototyping (HTML / CSS / Javascript), Objective-C, Swift, Coffeescript, Java, PHP, SQL, MATLAB, C#, React, Arduino, Processing.

Speaking

Sketch Meetup-India, Women in UX

Create design-systems to streamline processes, reach W3C accessibility standards, & automate design testing.