Sai Chava (User Experience Designer)

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PROFESSIONAL SUMMARY

Strategic User-Centred Design (UCD) specialist with 6 years' experience leading digital transformation across Healthcare, SaaS, and HE. Expert in agile delivery (Discovery to Live), and WCAG compliance. Proven track record in translating user research into product strategies and driving capability uplift through mentorship. Passionate about ethical design and delivering measurable business outcomes.

WORK EXPERIENCE

Goldsmiths, University of London   09/2022 – Present
UX Lead & Lecturer
- Directed the end-to-end delivery of the UX Lab digital service, defining Information Architecture (IA)and service pathways for 400+ users.
- Designed and delivered training curricula on UX methodologies, mentoring cohorts of designers to foster a culture of research excellence and design consistency.
- Led inclusive user research (eye-tracking/usability testing), translating complex data into strategic recommendations for partners like Tobii.
- Optimized the learning platform service journey, utilizing crash log analysis to restructure navigation, increasing satisfaction by 65%.

Faraday Institute (Contract)   07/2023 – 12/2023
UX Designer
- Led Discovery activities and thematic analysis to define strategic opportunities and service roadmaps for diverse audience segments.
- Executed complex IA strategies, organizing 25+ pages of research into accessible, audience-specific user pathways to reduce cognitive load.
- Managed the product lifecycle using Agile methodologies, ensuring the CMS solution aligned with business goals, achieving traffic 40% above target.

MyHelpa (Project)   04/2022 – 08/2022
UX Design Intern
- Redesigned E2E service journeys for patient onboarding based on qualitative interviews, reducing completion time by 50% (7 days to 3).
- Established a scalable Design System in Figma, creating 15+ reusable components to ensure UI consistency and accelerate developer velocity.
- Facilitated remote usability sessions with care managers, achieving a 70% first-attempt task completion rate through iterative design improvements.

PREVIOUS WORK EXPERIENCE

Vajra Group (Contract)   07/2023 – 09/2023
Website Designer
- Overhauled the end-to-end web architecture and visual identity, optimizing UI/UX to drive a 240% increase in conversion rates.
- Delivered a fully accessible (WCAG) and GDPR-compliant platform, directly enabling the acquisition of a key commercial tender within 30 days of launch.

The Reform Design   09/2020 – 09/2021
Digital Design Consultant
- Led the UI/UX strategy for digital client projects, producing consistent visual assets that increased client retention by 40%.
- Managed a 16-person design team, implementing structured design reviews and standardized workflows to improve team efficiency and deliverable quality.

Universal Designovation Labs   12/2017 – 09/2020
Jr Industrial Designer
- Won the 2023 iF Design Award for the 'Nutrino' EV, leading the user research and ergonomic testing that defined the product's interaction strategy.
- Designed the end-to-end web experience for a major design conference (500+ attendees) and authored 'Nature of Form,' a DIA-shortlisted resource on Design Thinking methodologies.

SKILLS

Design & AI-Augmented Prototyping

Figma • Protopie • ChatGPT & Claude (Research synthesis, UX copy) • Midjourney (Concept visualization) • Wireframing • High-Fidelity Prototyping • Responsive Design • Interactive Prototypes

Research & Testing

User Research • Usability Testing • User Interviews • A/B Testing • Eye-Tracking Studies • UserTesting • Optimal Workshop • Journey Mapping

Visual Design & Graphics

Adobe Photoshop • Adobe Illustrator • Print Design • Adobe InDesign• Visual Design Systems

Collaboration & Delivery

Agile/Scrum • Jira • Storybook • Cross-Functional Collaboration • Design-to-Dev Handoff

Standards & Accessibility

WCAG 2.1 AA Compliance • GDS Service Standards • Inclusive Design • Accessibility Testing

EDUCATION

Goldsmiths, University of London   2022
MSc UX Engineering

D J Academy of Design   2018
BA Industrial Design

CERTIFICATIONS

IBM (Ongoing)   Ongoing
Generative AI for UI UX Design Specialization

Maven (Ongoing)   Ongoing
Transition into UX Healthcare

edX   2025
Introduction to Web Accessibility