

Sai Chava, UX Designer

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LINKS

[Portfolio Website](#), [LinkedIn](#), [iF Award 2023](#), [IBDA Award 2021](#), [NoF: Co-Author](#)

PROFILE

Dynamic mid-weight UX designer with five years of experience driving impactful user-centric solutions across diverse sectors, including Healthcare, SaaS, and Higher Education. I seamlessly integrate user journeys with business objectives to enhance overall satisfaction and engagement. I currently lead a UX Lab, extensively engaging with UX metrics such as eye-gaze tracking and accessibility to redefine design strategies. Proven track record in complex problem solving, demonstrating adaptability and strong leadership in fast-paced design environments.

EMPLOYMENT HISTORY

Oct 2022	UX Lab Lead & Module Lead, Goldsmiths University of London	London
	<ul style="list-style-type: none">• Taught a module on UX and Web, improving the student satisfaction rate by 93% by using interactive material and in-class exercises• Developed an up-to-date ten week syllabus on designing for the web and web accessibility, leading to an 80% increase in students securing accessibility certification• Generated leads for research collaborations through networking and stakeholder workshops, leading to a 15% increase in industry collaborators• Raise £30,000 for UX testing equipment	
Jul 2023 — Dec 2023	UX & UI Designer, Faraday Institute for Science and Religion Cambridge	London
	<ul style="list-style-type: none">• Collaborated with an anthropologist and the DEI head to synthesize 10 case-study-based research project on the MIIND framework for exploring joy in the virtual space• Devised a scalable and robust 9-section UX writing structure, leading to a 100% increase in the visibility of MIIND's impact across 7 cross-disciplinary case studies• Managed the domain and design for a CMS connected website within 12 weeks, attracting over 1,300 site visits in the first month of launch	
Jul 2023 — Sep 2023	Project: Website Designer, Vajra Group	London
	<ul style="list-style-type: none">• Spearheaded the web design, branding, and domain management resulting in a 240% increase in conversion rate• Launched an accessible, responsive, and GDPR-compliant website securing a customer tender within the first month of launch	
Apr 2022 — Aug 2022	Internship: UX & UI Design , MyHelpa	London
	<ul style="list-style-type: none">• Significantly improved the new client onboarding by reducing the time taken by 50% through the use of semantic networking and AI• Developed and tested a working prototype of the software, achieving a 20% reduction in documentation using Figma, and UX Tweak.• Implemented novice-friendly IA, resulting in a 70% overall satisfaction rate using UCD principles rooted in recognition rather than recall heuristic	
Sep 2020 — Dec 2020	Digital Design Consultant, The Reform Design	Vijayawada
	<ul style="list-style-type: none">• Headed mixed media projects, achieving a 40% increase in client satisfaction by developing parent templates for branding, graphic, and social media assets• Introduced customization within business design cycles, leading to a 20% increase in client retention through methods such as democratized branding• Led a 16-member team, improving the team's output quality by 50% by implementing action learning for skill development and confidence building	

EDUCATION

MSc User Experience Engineering, Goldsmiths University of
London

London

Awarded distinction for the thesis

SKILLS	Jira	WCAG 2.2
	Figma	Adobe AEM
	Eye-tracking	Figma Jam
	Optimal Workshop	

ADDITIONAL COURSES AND EVENTS

Sep 2024 — Mar 2025	UX Accessibility Training	
	Interaction Design Foundation Org	
Jan 2024 — Jul 2024	Action Learning Course	London
	South East Action Learning (SEAL)	