SAHIL SAWANT

SENIOR PRODUCT DESIGNER

With **4+ years** of industry experience, I am a seasoned Senior Product Designer at Zeotap, dedicated to delivering user-centeric. My expertise spans **app and complex web design**, with a focus on **SaaS platforms**, ensuring seamless user experiences across various touchpoints

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Bengaluru, India

EDUCATION

2016 – 2020

VELLORE INSTITUTE OF TECHNOLOGY

Vellore, India

Graduated as an Electrical and Electonics Engineering from VIT University, Vellore with a CGPA of 8.03.

2014 – 2016

CITY PRIDE JUNIOR COLLEGE

Pune, India

Completed my junior college with a score of 84.31% in 12th Boards

2004–2014

CITY PRIDE COLLEGE

Pune, India

Completed my schooling from Pune with a 10.0 CGPA (scored: 96.6%) in 10th Boards CBSE.

SKILLS

DESIGN

UX Research

Wireframing

Personas

Usability Testing

Motion Design

Illustrations

EXPERIENCE

OCT 2022 – PRESENT

LEAD UX DESIGNER at Zeotap

Bengaluru, India

At Zeotap, I am currently leading the complete redesign of the Zeotap Unity CDP (Enterprise SaaS Platform). Key projects include:

- **Information Architecture and Design System**: I worked on designing a completely new information architecture for our re-designed enterprise SaaS platform. This redesign simplifies complex actions with step-by-step guides, enhancing user experience and ensuring ease of use.

- **Improving Design Process**: I led the creation of a **new design system** for the platform, based on the ANT system style. This standardization of fonts, colors, and components across the app streamlined the design process and ensured a consistent user interface.

- **Internal Module Re-Designs**: I worked on re-designing most of the internal modules such as Audience, Access Control Settings, Data Retention and Visualisation Modules and other minor flows. Additionally, I integrated Vertex AI into multiple modules, enabling users to perform actions using prompts and enhancing the product with GenAI experiences.

OCT 2021 – SEPT 2022

INTERACTION DESIGNER at HEAD DIGITAL

Hyderabad, India

At Head Digital, a pioneer in real money gaming in India with products such as A23 Rummy and A23 Games, I played a pivotal role in both team development and product design. My responsibilities included:

- **Leading the UX Design Efforts for A23 Games**: I spearheaded the UX design for the newly launched A23 Games, a multi-game platform that features Poker, Rummy, and Carom. This involved creating user flows, wireframes, and prototypes to ensure an engaging and intuitive gaming experience for our users.

- **Redesigning Existing Games and Apps**: I undertook the redesign of several existing games and apps within the organization. This included conducting user research, identifying pain points, and implementing design improvements to enhance usability and visual appeal. My goal was to ensure a cohesive and enjoyable user experience across all our gaming products.

- **Building a Capable Design Team**: In addition to my design responsibilities, I focused on building and mentoring a talented design team.

SKILLS

SOFTWARES

Figma

Adobe XD

Photoshop

Illustrator

After Effects

Premiere Pro

Generative Ai

LANGUAGE

English

Hindi

Marathi

German

scan this to see my portfolio

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UX DESIGNER at KETTO

Mumbai, India

At Ketto, my responsibilities included:

- **Redesigning the Homepage**: I led the redesign of the homepage, focusing on improving the user experience and visual appeal to better engage visitors and drive conversions.
- **Developing a New Product and Design Guidelines**: I contributed to the development of an entirely new product, which involved creating comprehensive design guidelines to ensure consistency and usability across the platform.
- **Designing for Ketto's "SIP" Program**: I was a key member of the design team for Ketto's "SIP" (Subscription-based Individual Philanthropy) program, where I worked on creating an intuitive and user-friendly interface for the subscription-based donation system. This included designing user flows, wireframes, and prototypes to facilitate seamless user interactions.

DEC 2019 – MAY 2020

UIUX DESIGN INTERN at HITWICKET

Hyderabad, India

At Hitwicket, my responsibilities encompassed enhancing existing interfaces and designing new features for the game:

1. Significantly revamped the Player Info and Select Lineup pages, leading to increased player engagement due to the addition of 3D characters, as well as incorporating short backstories for in-game cricketers.
2. Optimized UX flows throughout the game, with a notable achievement being the redesign of the Play Store Rating pop-up, which contributed to an increase in game ratings to 4 stars within just one weekend.
3. Introduced a new design style that continues to influence the game's visual appeal even today.

FEB 2017 – PRESENT

FREELANCE DESIGNER

Pune, India

As a Freelance Designer, over the last 6 years, I have:

- Completed **80+ visual design projects** for brands like BhaDiPa, Colourchaap, and Kalam Education, covering website design and social media management.
- As a **Freelance Product Designer**, I've helped entrepreneurs develop products, designing apps such as **Cricfrik, Viji (Farmer & Retailer), Numici, and Willbert Properties.**

PERSONAL PROJECTS

I like to work on hobby projects with my friends and these are few of them that went from just an idea to actual products.

Cudddle - Dating App   Check It Out →

I designed and developed a dating app with my ex-flatmates that works around the idea of healthy dating using **Gamification** and **Generative AI.** It is a fun side project that's invite only to make sure we onboard interesting individuals on it.

CABO Card Game   Check It Out →

Cabo is a memory based card game. We have developed it as a hobby-project and keep working on it and updating it to add new and exciting features. I look after Design and Product aspects here. It has about 10K Downloads.