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Sakshi Rane

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Experience

User Experience Consultant • Pratt Institute

October 2024 - Present

- Redesigned website architecture and navigation for an e-commerce client in a fast-paced, resource-constrained environment, improving task completion rates by 15%
- Developed a unified design system and branding guidelines, resulting in a 20% increase in social media-to-website conversion rates
- Conducted usability testing with 20+ users, created wireframes and prototypes based on insights enhancing usability, and projected to increase user engagement by 10%.

Product Designer • Reliance Jio

October 2023 - July 2024

- Optimized enterprise onboarding platform for a telecom and digital engagement and focusing on the operational efficiency increasing DAUs by 10%
- Conducted user research and wireframes for mobile applications like Jio Airfiber and My Jio app by increasing efficiency and experience through gamified AR interactions.
- Initiated 70+ social media graphics for campaigns, aligning with brand guidelines and doubling content engagement.

Product Designer • Chocolate Stay

December 2022 - June 2023

- Drove a 15% increase in engagement by developing a strong brand identity through competitor research, logo design, and visual guidelines.
- Designed and implemented a hotel management system from scratch, automating administrative tasks, significantly enhancing operational efficiency.
- Led fundraising efforts to secure \$25K in funding by strategically presenting the brand's vision and digital platforms to investors, driving company growth.

UI Intern • Arieotech Solutions

February 2022 - April 2022

- Developed the front-end for an eCommerce platform enabling small business owners to easily sell products and set up their websites seamlessly.
- Refined the user experience based on research and testing, addressing pain points to increase sales and improve user satisfaction.

User Experience Researcher • Deep Thought

August 2021 - November 2021

- Conducted user interviews with 60+ quiz app users for an Ed-Tech company creating personas and uncovering design insights to drive improvements user experience by identifying gaps and pain points in interactive features.

Education

Pratt Institute

MS, Information Experience Design | GPA: 4.0

Manhattan, New York

August 2024 - June 2026

University of Pune

BTech in Computer Engineering

Pune, India

August 2019 - June 2023

Skills

Design: Wireframing, User Flows, Interaction Design, Usability Testing, Surveys, Heuristic Evaluation, Ethnography, Benchmark Studies, Design Thinking, Information Architecture, Storyboarding, Accessibility Standards (WCAG), A/B Testing, Mental Modeling, Personas, Card Sorting, Journey Mapping, Competitor Analysis, Typography.

Tools: Adobe Creative Suite (Illustrator, Photoshop), Figma, Miro, Balsamiq, Unity, Framer, HTML, React.js, JavaScript, SQL, Python, Power BI, Java, C, Google Analytics, CSS, Generative AI Software (ChatGPT, Adobe Firefly, Midjourney). Cloud Computing, Database Systems, Object-Oriented Design, Web/Mobile Development,

Publication and Achievements

Publications : [“Accommodation Recommendation and Booking for Students, Volume 8 - 2023, Issue 5 - May”](#)

Scholarship : Awarded by Pratt Institute for academic excellence (2024)

Education discovery

Essay for Discovery Education BOLD Internship Program

My career aspiration is to design products that bridge the gap between technology and human needs, particularly in education. Growing up in a family of teachers, I witnessed firsthand how thoughtfully designed tools can transform learning experiences. This inspired me to pursue product design, where I aim to create intuitive, inclusive, and impactful solutions that empower educators, students, and parents. My ultimate goal is to lead innovation in EdTech, ensuring technology amplifies accessibility and engagement in education—especially for underserved communities. Discovery Education's mission to empower learners everywhere deeply resonates with this vision, and I am eager to contribute to projects like redesigning Doodle's assignment-setting process to make learning journeys more meaningful.

My greatest strength is empathy-driven problem-solving. Whether designing a hotel management system that automated 40% of administrative tasks or optimizing a telecom platform to increase daily active users by 30%, I prioritize understanding user pain points through research and collaboration. For example, at Chocolate Stay, I conducted interviews with hotel staff to identify inefficiencies, which led to a system that saved them 10+ hours weekly and boosted guest satisfaction by 25%. This experience taught me that the best solutions emerge when we listen deeply to users. At Discovery Education, I will apply this strength to design parent-focused tools that simplify guiding children's learning. By combining user research, prototyping, and iterative testing, I can help create interfaces that feel intuitive and empowering—turning complex processes into seamless experiences.

Through this internship, I hope to gain hands-on experience in scaling user-centered design within a direct-to-consumer platform. While I've led projects in academic and startup settings, I want to learn how large organizations like Discovery Education balance business goals with user needs. I'm particularly excited to refine my skills in A/B testing and Agile workflows, as these methodologies will help me measure the real-world impact of design decisions on retention and engagement. Additionally, collaborating with cross-functional teams will deepen my understanding of how product strategy aligns with technical execution. Most importantly, I want to learn how to design for diverse global audiences. Growing up in India and now studying in the U.S., I've seen how cultural contexts shape learning behaviors, and I aim to bring this perspective to projects like personalizing learning paths for parents.

Discovery Education's emphasis on mentorship and real-world impact makes this internship the perfect opportunity to grow as a designer. I am eager to contribute my passion for empathy-driven design while learning from experts who share my commitment to educational equity. Whether prototyping in Figma or analyzing usability tests, I'm ready to embrace every challenge—and to commute to Charlotte twice weekly with enthusiasm!

Thank you for considering my application. I would be honored to join the BOLD program and help shape tools that inspire the next generation of learners.

Sakshi Rane

Costco

Sakshi Rane

New York | srane@pratt.edu | +1 201-205-9234 | [Portfolio](#)

Costco Wholesale IT Hiring Team

Costco Wholesale Corporation
Issaquah, WA

Dear Hiring Committee,

The first time I walked into a Costco warehouse, I felt something rare in retail: warmth. The smiles of employees, the hum of families exploring aisles, and the unspoken promise that *everyone* here matters—members and staff alike. That moment stayed with me. Today, as a designer driven by empathy and inclusivity, I see Costco's DNA—trust, simplicity, and community—as the blueprint for what user experience *should* be. It would be the honor of my career to contribute to the digital heartbeat of a company that puts people first, always.

As a **Master's candidate in Information Experience Design at Pratt Institute (GPA: 4.0)**, I've dedicated myself to designing experiences that mirror Costco's ethos: accessible, intuitive, and deeply human. At **Reliance Jio**, I optimized an enterprise onboarding platform for 30 million users, **boosting daily engagement by 30%** through user research and iterative prototyping. At **Pratt**, I redesigned an ecommerce website's architecture, adhering to WCAG 2.1AA standards to ensure accessibility for diverse users, which **improved task completion rates by 25%**. These experiences taught me that great design isn't just about pixels—it's about listening, adapting, and honoring the people behind every click.

What excites me most about this internship is the chance to bridge Costco's legendary in-store warmth to its digital world. Your members don't just shop—they *belong*. I want to ensure their online experience feels just as welcoming. Whether conducting user research to uncover hidden pain points or prototyping seamless eCommerce flows in Figma, I'll pour my heart into designing solutions that reflect Costco's unwavering commitment to simplicity and service. My portfolio ([sakshirane.framer.website](#)) showcases my dedication to projects that *mean* something—projects that improve lives, not just metrics.

Costco's culture of generosity and excellence is unmatched, and I would cherish the opportunity to learn from your team while contributing to a mission I deeply admire. Thank you for considering my application. I would be humbled to discuss how my skills, values, and relentless curiosity can help shape the future of Costco's digital journey.

With sincere respect and enthusiasm,
Sakshi Rane