

Sangavi. R

I'm a UX Designer and Interaction Designer with a background in Architecture, skilled in human-centered design, systems thinking, and end-to-end product development. I've worked across digital platforms and service ecosystems, collaborating with cross-functional teams to translate user research and business requirements into clear, scalable interaction solutions.

Currently [pursuing M.Des in Interaction Design at IIT Hyderabad](#).

Work

[Interaction Designer, KappaX.io](#) | Pune, 08/24 - 07/25

Designed interactive ad experiences using Kappa, boosting revenue by 15%. Collaborated on KappaX website, marketing visuals, and product revamp (v3) through UX audits. Created scalable ad templates for diverse client sectors.

[Associate UX Designer, Lollypop Design Studio](#) | Chennai, 08/23 - 02/24

Sole UX Designer for Let's Build.Healthcare, leading product strategy, feature prioritization, and IA to design an SEO-friendly marketing site. Conducted in-person discovery workshops, analyzed business needs, and delivered actionable reports. Contributed to HDFC ERGO's career portal workflows. Led 'PopShare,' an internal initiative promoting global knowledge-sharing through design debates and virtual events.

[UI UX Designer, Unicorn Design Studio](#) | Chennai, 12/22 - 07/23

Scaled a fintech platform from 0-1 by leading branding, website design, and collaborating on social media creatives; represented the company in 8+ LinkedIn design podcasts and contributed to 60+ UX audits for sales pitches.

[UI UX Design Intern, Designient school](#) | Bangalore, 10/22 - 12/22

Contributed to Decathlon website revamp, branding, and social media visual assets.

[Architect, Centre for Vernacular Architecture](#) | Chennai, 07/22 - 10/22

Handled few residential projects in vernacular style. Made detail drawings, plans and models. Supervised project execution on site.

[Architect, Shripal and Venkat Architects](#) | Chennai, 06/20 - 12/20

Designed interiors for five high-speed rail stations (Vapi, Billimora, Bharuch, Surat, Anand); led end-to-end residential design for a family home in Texas; created 3D models and exterior facades for Amman TRY Head Office.

Position Of Responsibilities (POR) at IIT Hyderabad

[Head of Design, ECell - IIT Hyderabad](#) | Hyderabad, Current

[Teaching Assistant, Under Prof. Haseen](#) | DoD, IIT Hyderabad, Current

[Class Representative, Mdes Batch '25- '27](#) | IIT Hyderabad, Current

[Dance Teacher, Bharathanatyam](#) | IIT Hyderabad, Current

Events organized at IIT Hyderabad

[E-Merge '25, ECell - IIT Hyderabad](#) | Hyderabad, Current

[E-Summit '26, ECell - IIT Hyderabad](#) | Hyderabad, Current

[Portfolio](#)

[LinkedIn](#)

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Education

[IIT Hyderabad](#) | 2025 - Current

Masters in Interaction Design

[Anna University](#) | 2017 - 2022

Bachelors in Architecture

Core Skills

- User Research
- Systems Thinking
- Design Research
- Mixed Methods Research
- Workshop Facilitation
- Ideation & Prototyping
- Synthesis & Storytelling
- Collaboration
- Value Measurement using Metrics

Research methods

- In-depth Interviews
- Contextual Interviews
- Ethnography
- Competitor Analysis
- Stakeholder Mapping
- Ecosystem Mapping
- Affinity Mapping
- Persona Building
- Archetype Building
- Business Model Canvas
- Value Proposition
- Prototyping
- Usability Testing
- A/B Testing

Tools

- Figma & FigJam
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- AutoCAD 2D
- Miro