

Sanjukta Choudhary

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UX Designer creating intuitive experiences that drive business success through strategic, user-centered design.

WORK EXPERIENCE

Rocket Mortgage | Product Design Intern

Detroit, Michigan | July 2024 - Dec 2024

- Developed a presentation view for bankers to streamline mortgage information sharing with clients, reducing the need to switch between different tools.
- Conducted quality assurance efforts during both beta testing and after launch, focusing on improving loan data collection for mortgage pricing accuracy.
- Created user preferences features including dark mode for Navigator (an AI language model), making it more accessible and efficient for internal teams to use through conversation-based interactions.

Johnson Controls | UX Designer

Fishers, Indiana | Sept 2023 - Apr 2024

- Redesigned a global B2B Video Management software for over 1M users, boosting system usability by 54% through extensive research, prototyping, and user testing.
- Conducted user interviews, heuristic evaluations, and competitor analysis to refine product requirements and address user challenges.
- Enhanced customer interactions by 2.7x with improved data visualization, a new design system, and seamless Figma handoffs, implementing 15+ design improvements.

Rocket Mortgage | Experience Design Intern

Detroit, Michigan | May 2023 - Dec 2023

- Optimized end-to-end workflows, achieving a 68.4% Ease of Use score by enhancing feature discoverability alongside a multi-disciplinary team.
- Used an iterative design approach, integrating business requirements and user research, to achieve a high task success rate of 1.5 out of 5 in usability testing.
- Developed 10+ UI components for a wireframe kit, following detailed style guides and design standards to maximize efficiency.

Indiana University - CTIL | UX Designer

Indianapolis, Indiana | Sept 2022 - May 2023

- Designed a user-friendly web UI dashboard from concept to implementation for physicians, using high-fidelity mockups in Figma, resulting in a 22% boost in user interaction for tracking professional Twitter news and analytics.
- Collaborated with cross-functional teams, including product managers, developers, designers, and data scientists, to define scope and address user pain points.
- Conducted user interviews and tests with healthcare providers, achieving a 55% increase in user satisfaction based on post-surveys.

Accenture | Application Development Associate

Bangalore, India | Jul 2021 - Apr 2022

- Performed in-depth cognitive walkthrough analysis of the Accenture Diagnostic Tool, detecting 14 user experience issues and suggesting improvements that increased task completion rates by 35% and minimized user frustration.
- Delivered end-to-end deployment for 4+ clients by analyzing complex data with SAP ERP software, achieving 95% accuracy and enhancing operational efficiency across distinct industries.

EDUCATION

Indiana University - Indianapolis

Aug 2022 - May 2024

Master of Science in Human-Computer Interaction

MKSSS's Cummins College of Engineering for Women

Aug 2017 - Jul 2021

Bachelor of Technology in Electronics & Telecommunication Engineering

SKILLS

Design

Product Strategy, Design Thinking, Wireframing, Prototyping (low to high-fidelity), Visual Design, Information Architecture, Interaction Design, Animations, Design System, Storyboarding

Research

User interviews, Competitive Analysis, Contextual Inquiry, Usability Testing, Heuristic Evaluation

Design tools

Figma, Adobe XD, Balsamiq, Adobe Illustrator, Voiceflow, DialogFlow

ACHIEVEMENTS

IUPUI Design Sprint (Parks of the Future) - 2nd Place

Mar 2022

Best Research Paper "User Counseling Voice Controlled Chatbot AI Powered Human Interaction" at ICETEMS

Jul 2021