

Saaniya Shaikh

<https://www.saaniya.net/>

Product designer with a growth lens

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Awards

Circle home security

iF Design, Good Design,
IDA gold

Logi Pop button

Red Dot, IDSA, iF Design

Education

MFA Design, 2012

University of Oklahoma

BFA Graphic Design, 2008

University of Mumbai

The Explanation company - Head of design Remote (O-1)

2021- 2024

Founding designer with impact through conception, MVP, acquisition, viral growth, retention, monetization phases for Lava app - browser, communication app for 6-11 yr olds that play Roblox (mobile, tablet, desktop).

23% month over month increase in acquisition for Lava app with the onboarding & viral growth game I designed.

Hired and managed external resources to support internal team productivity, design and feature vision.

Broadsign - Sr. UX lead, Montreal, Canada

2018- 2021

Boosted team productivity 2x through transparency of initiatives over 2 year roadmap including identifying problems with current products & impactful design processes.

Lead design for the platform unification comprising of 4 products for web and desktop apps.

Grew UX team to 3, mentored product owners.

Logitech - Sr. UX lead, Fremont, US

2015-2017

Led design of the first 3 in house apps that resulted in design systems used across all Logi softwares.

Improved UX work processes across multidisciplinary teams across 3 continents resulting in a process playbook.

Led efforts to innovate, design & test possibilities of future Logi products in the space of home assistants.

Mentored designers in US and India, impacted team growth.

Fuseproject - Designer, SF, US

2012-2015

Design UX systems for award winning products like Sodastream, OUYA, August and Fluidigm.