

Rujuta Sanghvi

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rujutasanghvi.design

ABOUT

Product Designer blending strategy, craft, and execution to create thoughtful digital experiences that solve real problems and drive measurable outcomes. Decade of experience designing and building campaigns across tech, nonprofits, and creative agencies.

EXPERIENCE

Visual Designer • IBM • Bangalore

JAN 2026 – PRESENT

- Design intuitive UI and cohesive visual systems for Ericsson. Drive clarity, consistency, and improved user experiences across enterprise products.

UX Designer • UNICEF • San Francisco

JAN 2025 – AUG 2025

- Researched, conceptualized, and prototyped an AR-based safety system with UNICEF's Innovation Node to help children navigate cities independently.

Visual Experience Designer • BBLUNT • Mumbai, India

NOV 2018 – JAN 2023

- Led digital campaigns merging storytelling with interaction design. Designed user flows and visual systems for omnichannel marketing and product experiences.

Brand Experience Designer • DDB Mudra • Mumbai, India

NOV 2016 – MAR 2018

- Directed creative campaigns for Johnson & Johnson brands including Aveeno and Johnson's Baby. Defined experience principles across launch websites, digital campaigns, and print. Established Aveeno Baby's visual identity for the Indian market.

Visual Designer • theGlitch • Mumbai, India

OCT 2013 – NOV 2014

- Designed and directed digital campaigns for Lakme and Lakme Fashion Week. Led cross-functional team of six to deliver immersive online experiences.

Graphic Designer • Digit 9 • Mumbai, India

FEB 2012 – AUG 2013

- Created digital assets and marketing collateral. Transitioned from intern to full-time role through strong visual storytelling and adaptability.

EDUCATION

Master of Design, Interaction Design • California College of the Arts • San Francisco, CA (2024–2025)

Bachelor of Design, Graphic Design • Rachana Sansad College of Applied Arts • Mumbai, India (2007–2011)

SKILLS

Methods: Visualization, Research, Affinity Mapping, Wireframing, Prototyping, Low-to-High Fidelity Mockups, Storyboarding, Customer Journey Maps, Systems Mapping

Design Tools: Figma, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Miro, FigJam, Mural

AI & Emerging Tech: ChatGPT, Claude, Perplexity, Midjourney, Runway ML, Imagefx, ElevenLabs, Teachable Machine, Veo 3, Vercel