

Rujuta Sanghvi

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About

Product Designer blending strategy, craft and execution to create thoughtful digital experiences that solve real Problems and drive measurable outcomes, backed by a decade of experience designing and building campaigns.

Experience

Visual Designer / IBM / Bangalore

JAN 2026

- Visual Designer at IBM for Ericsson, designing intuitive UI and cohesive visual systems. Drive clarity, consistency, and better user experiences.

UX Designer / Unicef / San Francisco

JAN 2025 - AUG 2025

- Collaborated with UNICEF's Innovation Node to research, concept, and prototype an AR-based safety system that helps children navigate cities safely and independently.

Visual Experience Designer / BBLUNT / Mumbai, India

NOV 2018 - JAN 2023

- Led digital campaigns merging storytelling with interaction ddesign. 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, leading a 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 collaterals. Transitioned from intern to full time role through strong Visual storytelling and adaptability.

Education

California College of Arts / San Francisco, California / 2024-2025

Master of Design, Interaction Design

Rachana Sansad College of Applied Arts / Mumbai, India / 2007-2011

Bachelor of Design, Major in Graphic Design

Skills

Method

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

Tools

Figma, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Miro, Figjam, Mural

AI Skills

ChatGPT, Vercel, Claude, Perplexity, Midjourney, Runway ML, Imagefx, ElevenLabs, Teachable Machine, Veo 3