

# Sagar Vikmani

Analyze. Empathize. Simplify.

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## EDUCATION

### M.S. - Informatics

Sep 2016 - Dec 2017  
University of California, Irvine  
GPA: 3.8/4.0

### B.E. - Computer Science

Aug 2012 - Jun 2016  
Mumbai University  
CGPA: 8.4/10.0

## SKILLS

### Research

- Contextual Inquiry
- Competitive Analysis
- Card Sorting
- Surveying & Interviewing
- Cognitive Walkthrough
- Usability Testing
- Qualitative Analysis
- Quantitative Analysis

### Design

- Paper sketching
- Wireframing
- Storyboarding
- LoFi/HiFi Prototyping
- Interaction design
- Animation
- Information Architecture
- Color systems

## EXPERIENCE

### • UX Designer, AI (II) - Amazon Web Services

Jul 2020 - Present

Leading the end to end UX design efforts for Marketing Intelligence suite - comprising of three advertising and marketing domain product offerings with an estimated \$30 million revenue.

In charge of designing experiences for differential privacy and artificial intelligence offerings in AWS Clean Rooms, and validating customer impact through beta launch cycle.  
Steered the design efforts for Amazon Personalize to go from a multi-resource creation setup to a single-click recommender initiation process, resulting in a 10 hour reduction for customers to get Personalize recommendations and/or creating proof of concepts.

Led the design efforts of workflows for organizations to connect Amazon Kendra and their data sources. Designed the foundational framework to natively implement workflows which could scale up to support 100 different data sources.  
Developed an initial color system for a new design system as Amazon Kendra transitioned from a web service to a web application.

### ◦ UX Designer - Adobe Marketo

Feb 2018 - Jul 2020

Worked in an early discovery and design phase towards a Conversational Marketing service for marketers to provide personalized experiences for their leads.

Led the design efforts for artificial intelligence driven initiatives of the Marketo Engage platform. Conducted generative research, storyboarded, concept tested, designed and prototyped designs for the then new AI powered 'Event programs'.  
Collaborated with engineers and data scientists to implement and iterate feature launches through the entire beta phase.

Contributed to building and maintaining a new scalable, functioning yet aesthetically pleasing design system from the ground up.  
Designed and tested proof-of-concepts of the foundational artificially intelligent features at an annual user summit attended by over 3,000 users and stakeholders.

### ◦ UX Design Intern - Adobe Marketo

Jun 2017 - Sep 2017

Researched, ideated, designed, prototyped and delivered solutions for new and integral features for the core product with a userbase of 6000 daily users, also worked on redesign of Marketo's community website. Worked in cross-functional teams on several design projects.

### ◦ UX Design and Game Developer - vrSocial

Nov 2016 - Jun 2017

Designed and developed a gaming experience in Virtual Reality to help young autistic adults with social interactions. Facilitated research and reiterated designs based on the results.

### ◦ UX Developer

Aug 2015 - Aug 2016

Researched for and developed a software system to automate static web page generation via natural language. The system acquired an accuracy rate of 87%.  
IEEE Xplore publication