Sadhvi Maini
PRODUCT DESIGNER

About Me

User-centered Product Designer with over **4 years of experience** specialising in **complex enterprise systems**, cloud-native workflows, and **Generative AI-powered tools**. Proven track record of translating intricate technical requirements into intuitive, accessible, and scalable human-AI interactions. Expert in systems thinking and leading cross-functional collaboration between Engineering, Product, and Marketing to deliver world-class end-to-end products.

Professional Experience

IBM
Jun'25 - Present

IBM
UX Designer (Cloud-Native Experiences)

- **Influences UX vision** for IBM Cloud Event Notifications by delivering end-to-end design solutions focused on user control and system clarity.
- **Leading a full-scale redesign** of the notification experience to reduce cognitive load and enhance alert relevance for developers and admins.
- **Collaborates cross-functionally** with engineering and product leads to implement scalable, accessible, and practical design patterns within an Agile environment.
- **Untangles complex multi-zone workflows** using in-depth user research and detailed journey mapping to drive product strategy.

Cognizant
Jun'22 - May'25

COGNIZANT
Associate Designer (AI & Enterprise Solutions)

Cencora Inc:
Spearheaded the design of a Generative AI-powered research tool, defining personas and task flows to streamline complex pharmaceutical workflows.

Johnson & Johnson
UX Designer

Redesigned a GenAI finance chatbot by conducting comprehensive heuristic evaluations and mapping improved conversational flows for accessibility.

Google User Products
UX Designer

Developed intuitive self-help journeys, delivering high-fidelity mockups aligned with global design system standards

Contact

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- +91 9643838977

Socials

- [Portfolio Website](#)
- [LinkedIn Profile](#)

Education

2022 | Master's in Product Design
School of Planning & Architecture
New Delhi

2020 | Bachelor's in Architecture
Vastukala Academy (GGSIPU)
New Delhi

2015 | High School
Delhi Public School Dwarka
New Delhi

Skill Set

Design & Prototyping:
Figma (Expert), Adobe Creative Suite (Photoshop, Illustrator, XD), Framer.

Methodologies:
User-Centered Design, Design Thinking, Agile, Information Architecture, Heuristic Evaluation, Journey Mapping.

Research & Analytics:
Qualitative/Quantitative Research, Usability Testing, Behavioural Metrics, Data Visualisation.

Specialised:
Generative AI Workflows, Cloud Computing (IBM Cloud), Design Systems, Enterprise Software.

Other Works

- Led foundational user research and testing for an early-stage startup, synthesizing qualitative and quantitative data signals to define the initial product strategy.

- Translated user research findings into actionable insights, influencing the product roadmap by identifying new opportunities and friction points through deep customer understanding.

Adharshila Pvt Ltd
Jul'19 - Mar'20

- Conducted foundational user testing and synthesized research findings to inform initial product strategy for early-stage initiatives.

- Leveraged structural design background to deliver conceptual proposals for diverse institutional and recreational projects.

Skill Set

Other Skills : AutoCAD, Revit, Rhino, Key shot, Solid works, Lumion. Photoshop, Illustrator, In-design, Videopad

Languages

Hindi (Native)
English (Professional)

Certifications

HFR&D authority	Human Centered Design certified.
IBM	IBM Cloud Advocate
IBM	Enterprise Design Thinking
Cognizant	Fundamentals of Responsible Generative AI
Udemy	AI Executives for innovation and transformation
Miro	Miro Essential Badge.
Accenture	Digital Skills: User Experience
Udemy	Figma Design Essentials
Cognizant	DE-DX Hack for Harmony Design Hackathon Winner
Coursera	Google UX Design
Google	Generative AI from Google Cloud Skills Boost
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