

Sanika Doolani, PhD

Milpitas, California 95035 | sanika.ux@gmail.com | 682-558-3244 | <https://starsanika.com/>

With a 7+ track record, I'm a customer-focused Product Designer with an entrepreneurial mindset, skilled in product strategy and innovation. A strong team player and growth oriented, I excel in collaborative environments to transform user needs into design, working closely with engineers, product managers, and UX researchers. I'm a fun loving, dynamic leader, championing my values integrity, creativity, and growth through my work.

Experience

Head of Product

Edstutia LLC | San Francisco | Nov 2023 - Present

- Led strategic vision, conducted market research, and developed product roadmap resulting in a 20% increase in revenue and a 15% improvement in retention rates over the past 2 quarters.
- Conducted an audit of the product suite and drove stand-alone products to subscription transitions, boosting conversion rates by 22%.
- Collaborated with Sales and Marketing to identify user needs, resulting in the development of 3 new product offerings. Designed customer journeys, pricing, and product placement.
- Analyzed customer feedback & conducted competitive analysis for continuous product optimization and led design thinking sessions for feature prioritization and UX refinement.

Product Designer

Salesforce | San Francisco | July 2021 - June 2023

- Led redesign for Permission Sets/Permission Set Group for 100,000+ users, streamlining Setup admin experience. Managed the entire product design cycle, from Figma prototype to gathering insights from 26+ industry customers, culminating in successful Dreamforce demo with 440+ attendees' feedback.
- Conducted design-led research for user management tools, collaborating with engineers and PMs to create medium/high fidelity prototypes and conduct iterative qualitative UX research, directly improving the design by addressing 35+ pain points.
- Drove UX initiatives at Impact Labs, a Salesforce non-profit targeting climate inequality. Contributed to a team of 13 in UX research and design, resulting in the Grants Content Kit, now empowering 15,000+ U.S. community organizations in grant writing.

Product Design Intern

Salesforce | San Francisco | Summer 2020

- Spearheaded the validation of the product roadmap using end-to-end iterative UX design process for Warden AIOps which is an Application Performance Management (APM) suite of 4 products used by developers.
- Conducted in-depth user research to address top pain points, resulting in new user interface designs poised to benefit up to 750 scrum teams by significantly improving usability and productivity.

User Experience Design Intern

The Walt Disney Company | Burbank | Summer 2019

- AR Tour App: Designed an Augmented Reality self-guided tour app for the Disney StudioLAB Space. Conducted UX Research, designed low and high fidelity prototypes for the AR app. The POC was used for possible creative work collaborations of Film Producers/Directors and Disney StudioLAB.
- AR Toy Story 4 App: Refined and validated the user flow of the new Toy Story 4 Augmented app fixing all the UX issues.
- Emerging Technology Design Guidelines: Conducted Qualitative Research (Interviews) and formulated the Disney's Emerging Technology (VR/AR/AI) Design Guidelines and Best Practice.

Notable Experiences & Publications

VISTAS: Vocational Immersive Storytelling Training and Support Framework for Augmenting Work Performance

Award Winning Doctoral Dissertation | Aug 2016 – May 2021

- Developed a novel VISTAS Framework using AI (Reinforcement Learning), the first VR/AR Storytelling training platform, using iterative UX design process.
- Led VR/AR immersive spatial design, sound design, spatial interaction design, overcoming interaction and visual challenges.
- Authored over 10 impactful research papers with over 340 citations, earning 2 Outstanding Doctoral Awards.

Ogma – Virtual Reality Language Acquisition System

Award Winning Master's Thesis | Sept 2014 – May 2016

- Designed and developed a Virtual Reality environment, simulating an apartment to teach users a new language (Swedish). Followed Iterative User Centered Design process, designed low & high-fidelity prototypes, conducted user studies, A/B testing, & performed statistical analysis.
- Received Outstanding Master's Thesis Award for this thesis and published a research paper.

Education

University of Texas at Arlington, USA

Ph.D. in Computer Science | 2016 - 2021

- Area: Human Computer Interaction
- GPA: 3.9/4.0

M.S in Computer Science (Thesis) | 2014 - 2017

- GPA: 3.9/4.0

University of Mumbai, India

Bachelor of Engineering (B.E) | 2016 - 2021

- Area: Computer Engineering
- GPA: 3.6/4.0

Awards & Notables

- Outstanding Doctoral Candidate Award
- Outstanding Graduate Teaching Assistant Award
- Verizon Outstanding Master's Thesis Award
- Design X Social Challenge 2020 FINALIST
- UTA Maverick Business Pitch Competition – 6th Place & \$8000 Award | 2018
- Grace Hopper Celebration GHC Scholar | 2018
- Authored 11 research papers (338 citations)
- Startup MavsChallenge, 2nd Place & \$2000
- Startup Pitch Competition, 3rd Place | 2016

Media, Talks & Service

- Editorial Board Member– Journal of Game Studies | 2023 – Present
- Speaker – AWE USA 2024 (XR Conference)
- Speaker - Future of User Management, Dreamforce Conference | 2022
- Invited Guest Lecture - A peek into Accessibility Design in the Industry, Santa Clara University | 2022
- Talk - "What are NFTs?" for Salesforce employees | 2022
- Talk - "Journey from PhD to working in Industry" for Women Seminar at SCU | 2022
- UTA Research Lightning Talk | 2021
- Conference Volunteer / Session Chair - Dreamforce; Grace Hopper Celebration; Interaction; CHI | 2016-21
- President – MavsGoGreen, Upsilon Pi Epsilon

Skills

Design: Innovative Ideation, Product Strategy, Storyboarding, Workflows, Personas, Responsive Design, Information Architecture, Wireframe, High fidelity, Prototyping, VR/AR Prototyping, Spatial Design, Sound Design

Research: Interviews, Mixed Methodology, Usability Testing, Affinity Diagram, User Stories, Empathy Maps, Journey Maps, Heuristic Evaluation, Data Analysis, A/B Testing