

# Eashwari Samant

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I'm a design strategist and visual storyteller with 3+ years of experience in working with digital product innovation teams. I use human-centered design principles and practices to uncover unmet user needs and craft strategic product visions.

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## Education

### Carnegie Mellon University

Pittsburgh, PA | Dec 2024

#### Master of Integrated Innovation for Products and Services - Advanced Study

Courses: Integrated Product Design Methods, Product and Business Strategy, UX Research Methods and Practice, Human Centered Design for Civic Tech, Visual Communication for Innovators, Managing Brands and Products

### MIT Art, Design and Technology University

Pune, India | Jul 2020

#### Bachelor of Design (Visual Communication)

Courses: Design Process Problem Solving, Design Management, Visual Storytelling, Design Fundamentals

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## Experience

### BYJU'S Think & Learn (Unicorn Ed-Tech Startup)

Bengaluru, India (Remote) | 2020 - 2022

#### Senior Creative Associate (UI/UX)

- Led a team of 7 designers to create low and high fidelity UI wireframes and prototypes of 70+ classes of a new language learning applet platform aimed at improving the spoken-English confidence of K-12 level students
- Participated in usability testing and shadowing to study user behavior and recommend product improvements
- Initiated new streams of cross-functional collaboration with multiple stakeholders (engineers, product managers, content directors) and set up optimized workflows reducing turnaround time for design sprint deliverables by 35%
- Facilitated internal ideation workshops and trained junior team members in design thinking methodologies

### Leonard Gelfand Center at Carnegie Mellon

(Part-time) Pittsburgh, PA | Sep 2023 - May 2024

#### Graduate Design Intern

- Spearheaded the brand strategy and visual identity development for LGC to revamp their brand image within CMU and the extended educational community, increasing K-12 audience engagement
  - Conducted heuristic analysis and usability testing to improve the UX of the official LGC website
  - Conducted internal stakeholder alignment workshops and ideation discussions to curate a cohesive brand image
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## Projects

### Canon (Capstone Project at CMU)

Pittsburgh, PA | Jan 2024 - May 2024

- Crafted an enhanced end user experience and service experience for the Canon Whiz robot vacuum cleaner
- Contributed to the end-to-end strategic design process from discovery, definition, ideation, validation and delivery

### United States Digital Service (Live Project at CMU)

Pittsburgh, PA | Oct 2023 - Dec 2023

- Led qualitative user research and synthesis within an agile sprint setting in a team of 4, interviewing 12+ policy analysts to uncover their pain points in interacting with 300-400 pager PDFs of government program reports
  - Synthesized research findings into actionable insights and tangible artifacts like personas, journey maps, job maps
  - Identified POGs and designed a Minimum Viable Product (MVP) of a GenAI app in collaboration with AI/ML experts, resulting in a 95% reduction in the time taken by analysts to find specific data points within the reports
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## Skills

**Design:** Qualitative UX Research, Design Strategy, Conceptualization, Storyboarding, Customer Journey Mapping, Experience Blueprinting, Stakeholder Mapping, Opportunity Mapping, Co-Design, Low to High-fidelity Prototyping, Wireframing, Visual Design, Branding, Creative Storytelling **Software:** Figma, Miro, Adobe Creative Suite **Soft:** Workshop Facilitation, Stakeholder Engagement, Cross-functional Collaboration, Business Communication

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## Certification

### Harvard Business School Online - Specialization in Entrepreneurship and Innovation

Jan 2022 - Aug 2022

- Courses - Design Thinking and Innovation, Entrepreneurship Essentials and Disruptive Strategy