SAYALEE FALLE

UI/UX DESIGNER

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UI/UX & Product Designer with **6+ years** of experience and a background in **Computer Engineering**. Expert in Material Design 3, platform parity, and navigating technical ambiguity to ship scalable products. Proven track record of delivering production ready designs for global brands like **National Geographic**, reaching **200,000+ users** while balancing platform constraints and technical feasibility.
- I believe great UX should feel like instinct, not instruction.

PORTFOLIO: **sayveau.com**

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SKILLS _____

- **Design & Prototyping:** Figma, Sketch, Illustrator, Creative Suite, Axure, InVision, Zeplin
- **User Experience:** UX Research, UX Writing, Usability Testing, User Psychology, Design Systems, Wireframing, Rapid Prototyping, Visual & Interaction Design, Typography, Design Thinking, User Interviews, Problem-Solving, High-Fidelity Mockups
- **Accessibility & Compliance:** AODA, WCAG 2.2, Inclusive Design, Native App Design (Android, iOS), Google Material Design, Apple HIG
- **Front-End & CMS:** HTML/CSS, JavaScript, Framer, Webflow, WordPress, Shopify
- **Product & Collaboration:** Agile Methodologies, Cross-Functional Teamwork & Communication, Clean Developer Handoff, Stakeholder Alignment, Jira, Confluence, Miro
- **Immersive & Emerging Tech:** AR/VR Design, Gestural Interfaces, Spatial & Motion Design, Haptics, Unity

WORK EXPERIENCE _____

Lead UI/UX Designer | Toronto   Jan 2020 – Present

- **Full Ownership & Strategy:** Acted as the sole design lead for 0-to-1 products, managing the entire lifecycle from stakeholder discovery and roadmap definition to final developer handoff.
- **Segmentide (Signage E-commerce**): Transformed a high-friction B2B manufacturing process into a streamlined digital tool.
  - Designed a live customization engine with real-time visual feedback, reducing material wastage and support tickets by making user errors impossible through guided logic.
  - Applied The Endowment Effect by integrating an AI-powered Live Preview (visualizing signage on actual buildings), which significantly reduced cart abandonment and increased quote requests.
- **Strode (Mobile App):** - Spearheaded the end-to-end UX/UI for an E-bike rental and activities booking app.
  - Architected intuitive booking flows for high-density activity listings (trekking, camping), balancing deep information architecture with a "mobile-first" approach.

UI & Visual Designer | Zeus Learning *(Remote Clients in USA & UK)*   Jul 2020 – Apr 2023

- Delivered high fidelity ensuring **100% native pattern compliance** across distributed global teams.
- Designed and delivered high-fidelity, responsive SaaS user-centered web & mobile interfaces for global ed-tech clients, including **National Geographic Learning** and similar in the USA & UK, reaching over **200,000+** end users.
- Created engaging, gamified educational resources, translating complex scientific information into interactive learning experiences for **10+ learning modules**.
- Introduced structured UI documentation and visual specs, **reducing developer revisions by 25%** and improving QA turnaround.
- Align UI/UX decisions across remote teams; mentored junior designers on visual systems.

Graphic Design Intern | Cultivate Design LLP   Jun 2019 – Jul 2019

- Led complete packaging designs for Reliance's 'Aarambh' and 'Utsava' product lines, contributing to a successful regional rollout in **18,000+** retail outlets across India.
- Produced high-visibility print and branding assets (logos, ads, newspaper campaigns), improving brand recognition.

EDUCATION _____

User Experience Design for AR/VR | Toronto, CA   Aug 2024 – Sep 2024
Elvtr | Certification Course
Learned spatial UX principles, XR design, and prototyping for immersive environments.

Bachelor of Engineering in Computer Engineering | Mumbai, IN   Aug 2017 – Oct 2020
University of Mumbai

Diploma in Computer Science Engineering | Mumbai, IN   Jul 2013 – Jun 2016
University of Mumbai | SBM Polytechnic

DESIGN RECOGNITIONS & INTERESTS _____

- Design Mentor for Digital Human Library advocating for inclusive design and community growth.
- Technical Excellence: NIIT & Hadoop Certified; "Miss Engineer" 2017 (for blending tech and design).

WEB PRESENCE _____

Portfolio:
sayveau.com

LinkedIn:
linkedin.com/in/sayalee-falle