Sanchita Chugh

UX Designer │ Architect
From 3D to 2D User Experience Design

Sanchitachugh.com
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WORK EXPERIENCE   5+ years

Strategic Design Intern
June 2022- August 2022
Boston Consulting Group
- Collaborated with designers, Consultants, and Engineers to strategize research, and inform product features
- Supported qualitative research planning through field visits, user interviews, research debriefs to produce actionable insights. Informed product, service, and business cases for the client through research findings
- Created multiple iterations on user-journey maps, experience maps, compendium slide deck, and narrative for case video

Design & Communication Graduate Assistant
Aug 2021- Present
Division of Information Technology at University of Maryland
- Only designer in a team of 7 Researchers & Analysts to improve Academic Technology experiences and Communication strategies at the University Level
- Produced data-driven dynamic and creative narratives to capture the scope and impact of DIT systems and services

Design Associate, Studio Archohm
September 2017- June 2021
20-year-old renowned Interdisciplinary architecture firm in India
- Handled UI design and content for studio to create systematic structure across diverse project typologies ranging from branding to service design
- Conducted research, user, and stakeholder interviews to provide interventions for project ideation, feasibility, and execution to the Tourism Ministry for revitalizing tourism of 4 UNESCO world heritage sites including Taj Mahal

NOTABLE PROJECTS

The Design Village
Industry- centric design Institute founded by Studio archohm
- Increased admissions by 100% in 2 years by working on design strategy, and execution as the only Designer in the Business Development team. Instrumental in developing outreach strategy for the institute's new initiative- International Practice in Habitat Design (IPHD)
- Built design system for institute's website and collaterals

DtoursIndia
A curated Design travel initiative by Studio Archohm
- Initiated and Curated 8 international Design expeditions, involving 140 designers and covering 12 countries; Led strategy, research, execution, and design of the project

EDUCATION

MS in Human-Computer Interaction
August 2021- May 2023 (expected)
University of Maryland, College Park

Bachelor of Architecture
August 2012- May 2017
Gateway college of architecture and design

SKILLS

Design
Interaction design, UX Design, UI Design, Visual Design, Design Strategy, Information Architecture, Design system, Storyboarding, Wireframing, and prototyping

Research
Stakeholder Interviews, Cognitive mapping, Usability testing, Competitive analysis, Contextual inquiry, Heuristic evaluation, Literature review

Software
Figma
Miro
Adobe Creative Suite
MS Office
Sketchup
AutoCAD

PUBLICATIONS

- Architecture+ design magazine- A practice breaking design barriers: studio Archohm
- Architecturelive- The Art of Travel, the architecture of happiness
- Blog: dtoursIndia, Sanchita Chugh
- The Terracotta Trail- Coffee table book narrating design of a house
- Dtours- 9 design books on countries and experiences

LEADERSHIP

- Co-Hosted workshop for HCIL symposium at iSchool, UMD (2021)
- Taught underprivileged children with Savera social welfare society (2019)
- Led design and execution of Archohm@18 exhibition (2018)
- Anchor for Archventure fest (2014)
- Founder of a 60 member personality and communications club (2013- 2015)