

# Jai Sankhla

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## Academic Qualifications

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### JIET Institute of Design and Technology

Bachelor of Design in Fashion Communication

2020 – 2024

Jodhpur, Rajasthan

## Professional Experience

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### Sierra Living Concepts

Lead UI/UX Designer

July 2024 – Present

Jodhpur, Rajasthan

- Redesigned the UI of **category pages** for mobile and desktop, lowering bounce rate from **61.04%** to **55%** in one quarter, boosted engagement time, and sustained consistency with convincing **USPs** and fixed logic across all pages.
- Enhanced mobile and desktop **advertising landing pages**, decreased bounce rate from **63.78%** to **59.29%**, improved engagement time, and implemented additional advertising banner slots to increase scroll depth.
- Increased **lead submission rate** from **2.14%** to **4.40%** by leveraging incentives, optimizing pop-ups, A/B testing form placement, adding trust signals, and enhancing live chat usability.
- Reduced **cart abandonment rate** from **84.53%** to **75.09%** by addressing user concerns with clear policies and using exit-intent pop-ups for assistance or discounts.
- Lowered **checkout abandonment** from **74.09%** to **70.11%** by streamlining payment options, optimizing mobile UX, enabling autofill, and sending automated recovery emails with discounts.
- Collaborated with **Marketing** and **Sales teams** to develop B2B strategies, creating e-catalogs, marketing pages, and lead forms, boosting outreach and lead generation.
- Led core brand foundation creation as **founding UX designer**, including identity, typography, and design system, enhancing trust and consistency.

## Internship Experience

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### Nirva Health

Product Designer Intern

July 2023 – March 2024

Remote, London

- Elevated product usability through strategic UX/UI design for digital platforms, driving a **23% rise in user satisfaction** post-launch.
- Implemented **gamification strategies** by introducing Nirva Coin and Nirva Gems reward systems, increasing repeat engagement by **18%** and enhancing overall user retention.
- Led usability testing for **50+ prototypes**, leveraging both **qualitative** and **quantitative** feedback to drive iterative improvements, resulting in a **21%** drop in user errors.
- Coordinated with 6 cross-functional teams (**developers, product managers, content strategists & healthcare consultants**) to align design objectives with product roadmaps, ensuring a seamless user experience across all touchpoints.
- Developed responsive interfaces tailored to multiple devices and screen sizes, **reducing mobile bounce rates by 19%** and **Average engagement time by a whopping 62%**.

### Caffena Coffee

Graphic Designer & Digital Marketing Intern

June 2022 – Jan 2023

New Delhi, India

- Designed **social media graphics, (posts and stories)** to enhance discoverability & ensure brand consistency.
- Created **high-converting** monthly email newsletters to effectively promote the product and drive sales.
- Designed impactful presentations for **5+ campaigns and expos**, increasing leads by **20%** and enhancing global brand awareness by **18%**.

## Academic Projects

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### Cultural Documentation Project | Traditional Folk Media Of Jodhpur

January 2024

- Documented a case study on **Jodhpur traditional folk media**, capturing 50+ high-resolution images and short documentary footage for public use.
- Captured and documented **local art forms, folk dances, and cultural practices** through detailed research and a compelling short video narrative.

### Budget & Expense Tracking App | Budgify

April 2023

- A personal **finance tracking app**, focusing on intuitive navigation, clean UI, and user-centered task flows.
- Allow users to **track expenses**, set budgets and goals, and generate detailed reports informed by financial decisions through data visualization and progress monitoring.

## Achievements

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**Gold Medal:** Achieved Branch Topper Award for Academic Excellence with a CGPA of 9.53/10, JIET-DAT, 2023–2024

**Distinguished Alumni Award:** Honored for exemplary contributions to Design Department, JIET-DAT, 2023–2024

**Silver Medal:** Won Best Internship Award (All Years) for exceptional performance, JIET-DAT, 2022–2023

**Silver Medal:** Recognized for Excellent Performance in Best Syllabus Project, JIET-DAT, 2022–2023

## Certifications

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**Product Design Masterclass:** Selected for a competitive UI/UX and product design program at 10kdesigners (Cohort 6) with hands on design challenges and product thinking training.

**Digital Design Tools Training:** Gained hands-on experience in visual design through a Udemy course on Adobe Photoshop and Illustrator.

**Academic Coursework:** Completed academic coursework in UI/UX Design, Marketing Research, Graphic Design, Brand Design, and Advertising at JIET Institute of Design & Technology.

## Technical Skills

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**Design Tools:** Figma, Lovable, Figma Make, Illustrator, Whimsical, UX Pilot

**UX Skills:** Wire-framing, Prototyping, User Research, A/B Testing

**Productivity Tools:** Miro, GA4, Notion, GPT-5(used for UX writing/testing), Claude

## Leadership Skills

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### JIET-DAT

2021 – 2023

President

JGI

- Elected twice consecutively as department representative, leading student council initiatives and inter-department coordination.
- Spearheaded events, workshops, and student engagement programs to boost design culture and collaboration.
- Mentored junior design students, offering guidance on projects, tools, and creative workflows.