

saloni joshi

product designer / sf bay area

<https://www.salonijoshi.net/>

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646 · 954 · 7820

education

Cornell University (2016 - 2017)

Master of Professional Studies,
Information Science

PES University, (2012 - 2016)

Bachelor of Engineering,
Information Science

design tools

Sketch · Figma · Invision ·
Principle · ProtoPie · Framer ·
Origami · Adobe XD · Illustrator
· Photoshop · Pen & Paper

research skills

User Interviews · Requirement
Gathering · Persona Development
· Brainstorming · Storyboarding ·
Heuristic Evaluation · User Testing

mentoring

Alumnus mentor to current Cornell
students/future designers

ADPList mentor

<https://adplist.org/mentors/salonijoshi>

in the media

Interview with Ansh Mehra - The
Ultimate Guide for Confused Artists

10 best portfolios and what we can learn from them

[https://www.wix.com/blog/creative/
2020/06/ux-portfolio-examples/](https://www.wix.com/blog/creative/2020/06/ux-portfolio-examples/)

work experience

Walmart (Sam's Club)

Product Design Lead | Dec 2021 - present

Senior Product Designer | Oct 2019 - Dec 2021

Currently leading end-to-end design in cross-functional
experience teams with UX and content designers, researchers,
PMs, engineers, marketing, legal and business stakeholders.

Led and worked on the user experience on multiple digital
features and products focused on improving the value of a Sam's
Club membership across desktop and mobile touchpoints.

Key projects include adding subscription services for Sam's Club
members, securing members' personal information, creating a
digital onboarding experience and simplifying our rewards
platforms.

Dynamic Signal | Product Designer

Jul 2018 - Oct 2019

Designed across platforms for Dynamic Signal's employee
communication and engagement products.

Led design decisions on projects related to employee advocacy,
engagement, multi-channel sharing and content creation with
PMs, engineers, QA, sales and PMM.

JP Morgan Chase | Consultant UX Researcher

Nov 2017 - Jul 2018

Conducted user interview studies on Chase's retail mobile app
features as a member of the mobile research team.

Worked on evaluative and generative research of conceptual
features in order to align the experience with users' needs.

1787fp | Freelance Lead Designer

Feb 2017 - Jun 2017

Led the design revamp of 1787fp's asset management platforms
on mobile & web; received more funding due to new designs.