

# Sneha Kochak

/snāhə kōCHək/



svish.com  
sneha@svish.com  
+1510-579-9230

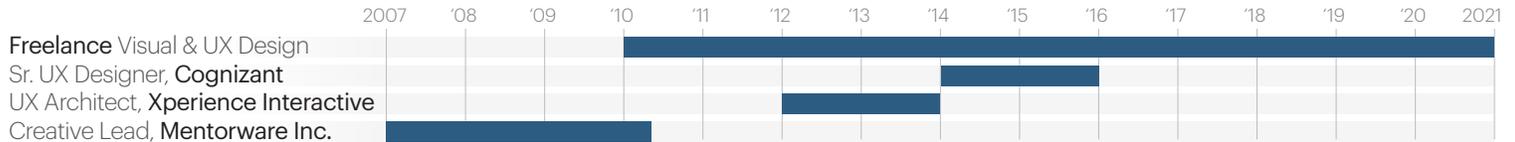
## Skills

User Experience Design	10/10
User Interface Design	10/10
Visual Design	10/10
Information Architecture	8/10
HTML & CSS	6/10

## Education

-  MS in Digital Design: 2006  
Mississippi State University
-  B.Arch.: 2003  
University of Pune, India

## Experience



## I've worked with

- Activision
- Aon
- Art of Living Foundation
- Automatiks
- Bend Studio
- Biggest Loser Show
- Brand Affinity Technologies
- BT Imaging
- C3 Nano
- Cisco Systems
- Citrix Systems
- Dax
- Enterprise Nubé
- GetInsured.com
- Hewlett Packard
- Health Net
- Intuit
- Berkeley National Lab
- Lenovo
- Listly.com
- Molina Healthcare
- Monsoon Company
- Samsung
- Sony PlayStation
- Toshiba
- THQ
- UCLA Stein Eye Institute
- United States Cold Storage
- University of California, Irvine
- Visit California

## Expertise

-  Facilitate Ideation Sessions, Conceptualize, White-board and document requirements
-  Data driven design - convert user analytics and user tracking data to UX changes
-  Information design - infographics, breaking down big data into consumable information
-  UX Sketch → Wireframe → Prototype → Mockup → Production
-  Visual Design - Research and acquire relevant images, advanced typography & calligraphy
-  Responsive design - mobile, tablet, gaming consoles, TV and in-car devices
-  HTML and CSS; Cross-Browser Testing. WordPress, Divi, Liferay, Weebly, Drupal and Joomla
-  Conduct Focus Groups, Usability Tests, A/B Tests and User Testing



## When I'm not at my desk

-  Copperplate & Modern Calligraphy
-  Indian Classical Music
-  Yoga
-  Macro Photography