



Sagar Hugar

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ABOUT ME

I am passionate about unlocking deep insights into user behavior and preferences and translating them into meaningful product experiences. My expertise in user research, requirements gathering, and usability testing enables me to create engaging solutions that meet the needs of diverse user groups. I achieve this through close collaboration with stakeholders and the use of agile methodologies.

PROFESSIONAL EXPERIENCE

UX Designer

Salzburg AG, Salzburg (Austria)

November 2022 - Present

- Part of a product team working on a persuasive design application that helps users optimize their solar energy production and consumption while also encouraging sustainable behaviour.
- Conducted user interviews, surveys, and various usability tests to gain insights into user pain points and needs, and used the findings to create standard UX deliverables such as customer journeys, personas, and lo-fi wireframes.
- Helped revamp the app's onboarding user-flow and navigational cues, resulting in a 20% increase in retention, and initiated efforts to benchmark the application against industry standards and set metrics to measure the UX.
- Contributed to the development and maintenance of design systems and component libraries in Figma to ensure consistency across products.
- Collaborated with cross-functional teams to ensure that design solutions aligned with business goals and stakeholder needs.

Junior Researcher (UX)

Center for Human-Computer Interaction, Salzburg (Austria)

July 2022 - September 2022

- Part of the 'Re-tangent' project focusing on designing playful and tangible interactions for remote living families. Project funded by Austrian Science Fund (FWF).
- Major responsibilities included conducting literature research, interviews, surveys, and documenting research findings, and presenting insights to project stakeholders.
- Assisted in project management tasks such as creating project plans, managing timelines, and coordinating with external vendors and partners. Also helped facilitate ideation and brainstorming workshops.

Digital Methods Researcher

First Draft Media Research, Amsterdam (Netherlands)

March 2020 - April 2020

- In a collaboration between media researchers at First Draft & students at the University of Amsterdam, a research project was undertaken to study the presence of misinformation on political twitter in the run up to the US elections of 2020.

Trainee Journalist

The Hindu (India)

April 2018 - May 2018

- A month-long internship with India's second most widely circulated English daily, with over 1.2 million unique readers per day.
- In four weeks as a trainee journalist, I was able to get more than ten articles published in the newspaper with four bylines.

Trainee Journalist

Down To Earth (India)

April 2017 - May 2017

- A month long internship with south Asia's leading Science and Environment magazine.
- I managed to get 8 articles published on the online platform of the magazine within a span of four weeks. I also helped the magazine with research work on various topics.

Licenses & Certifications

Cognigy Academy: Conversation Design Course

Issued June 2023

Credential ID 00C2k1ally

Cognigy Academy: Project Management for Conversational AI

Issued June 2023

Credential ID aaxbzxfdx

Transmedia Storytelling: Narrative Worlds, Emerging Technologies and Global Audiences in present day Media and Journalism

University of New South Wales - MOOC

Issued November 2018

NOTABLE PROJECTS

EUROFUNK KAPPACHER

UX Specialist System Accessibility Project

October 2022 - February 2023

- Conducted accessibility evaluation of Eurofunk's emergency incident management systems, with a focus on addressing accessibility issues for users with impairments, using guidelines such as WCAG 2.1 and ISO 9241-171.
- Successfully navigated the challenge of balancing the needs of stakeholders with the requirements of accessibility guidelines, recognizing that following guidelines without considering contextual factors may not always be the most effective approach.

EDUCATIONAL QUALIFICATIONS

M.Sc. Human-Computer Interaction

Fachhochschule Salzburg & University of Salzburg, Austria

October 2021 - June 2023

M.A. New Media & Digital Culture Research

University of Amsterdam, Netherlands

September 2019 - August 2020

B.A. Media & Communication

Christ University, India

June 2016 - May 2019

SKILLS & INTERESTS

DESIGN

Figma
Adobe XD
Adobe Illustrator
2D Prototyping
Rapid Sketching

RESEARCH

Usability Testing
UX Benchmarking
User Research
A/B Testing
Data Analysis

GENERAL

Design Thinking
User-advocacy
Stakeholder Management
Information Architecture
Neuroscience

LANGUAGES

ENGLISH

Native Speaker

HINDI

Native Speaker

KANNADA

Native Speaker

GERMAN

Elementary Proficiency