

# Riva Fouzdar

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Bay Area, California

## Education

**Carnegie Mellon University**  
*Class of 2019*

B.S. in Human-Computer  
Interaction and Business  
Administration

## Design Skills & Tools

### UX/UI Tools

Figma, Framer  
Sketch, Adobe CC (Ps, Ai, Id, Ae)  
InVision, Balsamiq  
Webflow, Motion Animation  
3D Prototyping & Animation for VR

### Research

Respondent, Validately  
User Testing, Storyboarding  
User Stories, Journey Mapping  
Design Thinking Workshops

### UX Planning & Design

Persona & Scenario creation  
Site Maps & Wireframes  
LoFi to HiFi Prototyping  
Affinity Diagramming

## Extracurriculars

Pragmatic Certified Product Manager

Kappa Kappa Gamma, Delta Xi Chapter  
Academic Excellence Committee,  
Service Chair

Carnegie Mellon Dance Marathon  
Vice President of Fundraising and  
Sponsorship

## Experience

### SAP - Consumer Industries Cloud

Jun '20 - Present

*Lead UX Designer, Retail Management and Execution*

- Led a global design team of 7 designers in 3+ timezones for the creation of a new retail planning and execution product to reinvent the relationship between consumer goods companies and retailers.
- Directly planned and conducted over 200+ hours of user interviews, 30+ hours of design thinking workshops with large Fortune 100 players in the CPG industry, and championed the UX research methodology for our product over the course of a year.
- Designed the end-to-end user experience from ground up, taking the product from conceptual wireframes to a GA release and working in close collaboration with our product owner and engineering team.
- Projected revenue of \$650k by end of 2021 with a growth trajectory of 4,500 users.

### SAP

Jan '20 - Jun '20

*User Experience Designer, Silicon Valley Next Talent Program*

- Conducted product, experience, and marketing design for a new venture founded under SAP.iO, SAP's internal start-up incubator.
- Spearheaded mockups, animations, and content creation for ground-up redesign of customer website resulting in 76% increase in site traffic and 9.6% user growth.
- Designed and deployed venture's response to COVID-19, extending support to our community and reaching hundreds of SAP account executives and potential customers.
- Managed end-to-end implementation, research and over 3 weeks of user testing of admin dashboard enabling customers to manage employee payroll and reduce errors in downtime and processing costs.

### Ford Motor Company

Aug '19 - Dec '19

*Product Designer, Consumer Experience IT*

- Consulted with FordLabs team in Ann Arbor to bring Agile best practices and design thinking methodologies back to Consumer Experience IT team.
- Designed workflow, site map, and screens for Global Mobile App Governance board approval process for internal Ford teams.

### Groupon

May '18 - Aug '18

*Associate Technical PM Intern, Chicago*

- Crafted and shared user stories for core team, and worked with Product Design team to brainstorm front-end customer experience for data access, portability, and erasure requests.
- Tracked and supported implementation of Individual Rights requests in accordance with GDPR regulations, including data erasure, portability, and access requests. Met compliance and saved company approximately \$10 million in potential government fines.
- Served as subtrack captain for workflow automation of data deletion for internal services and advocated for a deeper focus on customer experience and UI design.

### Uber

May '17 - Aug '17

*People Team Strategy Intern, San Francisco*

- Strategized with Uber exec's and PM's to launch global onboarding program for 400+ people. Created streamlined process improvements and improved onboarding experience for all incoming employees.
- Compiled and revised content for a recurring learning module for Uber-wide interview training in accordance with inclusive verbiage and positive culture guidelines, impacting over 7,000 users.
- Worked with People Analytics team, using Relational Databases and SQL, to analyze candidate feedback and optimize processes, improving efficiency by significant amounts.