

# Saaraa Uttanwala

Global Senior Product UX Designer  
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## About

Saaraa is a product designer and growth strategist focused on setting design direction, defining what to build and why, and scaling products across complex global ecosystems. Experienced in driving both 0→1 product creation and 1→100 scale-ups, delivering omnichannel and digital products regionally and globally. Brings strong data-informed practice to decision-making, with a deep expertise in adapting experiences for cultural nuance, regional complexity and growth opportunities.

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## Education

### National Institute of Fashion Technology (NIFT)

Chennai, India  
2013 - 2017

### Bachelor of Design in Fashion & Lifestyle Accessory Design

St. Xaviers College  
Mumbai, India  
2010 - 2012

HSC, Arts

St. Joseph's Convent High School  
Mumbai, India  
2001 - 2010

SSC

## Work Experience

### IKEA

Bangalore, India • May '23 — *present*

### Global Senior Product UX Designer *last held position*

Driving key discovery, growth and storytelling experiences within IKEA's omnichannel ecosystem, spanning inspirational, commercial and sustainability-led initiatives to build products across IKEA's web and app experiences over 30+ markets globally.

### Nykaa

Mumbai, India • July '17 — Sept. '22 *5.2 years*

- Associate Product Designer *3 months*

Spearheaded upper funnel, customer facing user experiences, interface design, user research and project management across Nykaa Fashion's app and website.

- Assistant Manager - Design *1.8 years*
- Senior Executive - Design *2.6 years*
- Executive - Design *11 months*

### Spykar Jeans

Mumbai, India • Nov. '17 — Apr. '17  
Accessory Design Intern

### Condé Nast India

Mumbai, India • May '16 — July '16  
Art Intern

### ELLE India

Mumbai, India • June '15  
Fashion Intern