

Shradha Shree

User Experience Designer

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WORK EXPERIENCE

Roomster - UI/UX Designer

New York City (NY) | September 2019 - Present

- Partnered with PMs, engineers and designers to create mobile (Android + iOS), web and tablet experiences for product features to build a social network for connecting roommates (million+ users across 190+ countries).
- Part of 2 member design team in New York; collaborated closely with the team in Ukraine to brainstorm, prototype and critique for a completely new refresh of the mobile app.
- Enhanced user on-boarding experience by adding personalization and simplifying account verification, reducing the number of clicks; modernized the design incorporating latest trends like bold typography, custom illustrations and micro-interactions.
- Contributed to marketing initiative by designing for the Google Ads Campaign for multiple countries in 10 different languages.

Pratt Institute - Graduate Research Assistant

New York City (NY) | September 2018 – May 2019 (8 months)

- Developed Python scripts to scrap web data using regex.
- Carried out literature review of Raspberry Pi and Arduino application and presented relevant findings for use in Libraries.

Radius7 (E-commerce Startup) - Product Designer

Mumbai (India) | Sept 2015 - Jan 2017 (1 year and 4 months)

- Effectively collaborated with teams of 20+ across multiple business units to gather requirements, define objectives and document technical specifications and operational workflows.
- Designed and led usability test with 30+ user participants.
- Followed design process from concept to launch, turned insights from user research into ideas, and designed wireframes.

PROJECTS

Wisely - Product Designer

Designed a mobile app that helps shop for groceries and reduce food wastage.

Innocence Project - Usability Expert (User Test Method)

Designed and moderated user testing of 8 participants to improve engagement and ease of use of the mobile website.

Coursera - User Researcher (Digital Analytics)

Analyzed data for Museum of Modern Art's course offering on Coursera and provided recommendations to reduce course dropouts.

Arts for All - Interaction Designer

Redesigned the website addressing four key areas: sitemap, mobile-friendliness, text and visual presentation.

EDUCATION

MS Information Experience Design

Pratt Institute, NY

May 2020 | GPA 4.0 (Merit Scholarship)

MA Economics

Panjab University, India

August 2015 | GPA 4.0

BA Economics

University of Delhi, India

May 2012 | GPA 3.83

SKILLS

Design

Information architecture
Interaction Design
Conversational Design
Persona development
Wireframes and mockups
User Flows
Prototyping
Style guide
Digital Accessibility

Research

Journey mapping
Competitive analysis
Cognitive walkthrough
Heuristic evaluation
Surveys
A/B testing
Usability and user testing

TOOLS

Sketch	AdobeXD
Illustrator	HTML/CSS
Principle	JavaScript
Balsamiq	Python
InVision	Tableau
Google Analytics	Zeplin