

Hriti Shah

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EDUCATION

Pratt Institute – Pratt School of Information **New York City, United States**
Master of Science, Information Experience Design *Jan 2020 – Dec 2021 (Expected)*
(Coursework: Product Design, Advanced Usability & UX Evaluation, Digital Accessibility, Mobile Interaction Design) **GPA: 4.0**

University of Mumbai – Dwarkadas J. Sanghvi College of Engineering **Mumbai, India**
Bachelor of Engineering, Computer Engineering *Jul 2015 – Jun 2019*
(Coursework: Human-Computer Interaction, Artificial Intelligence, Machine Learning, Web Technology) **GPA: 3.73**

WORK EXPERIENCE

Pratt Institute **New York City, United States**
Graduate Research Assistant *Feb 2020 - Present*

- Curated and conducted UX Fundamentals and Research workshop for **30+ museum professionals**
- Worked under the program director, Dr. Craig MacDonald on the User Experience Capacity Building Research
- Restructured the information architecture of the Center for Digital Experiences website to make it more intuitive

Token Metrics **New York City, United States**
UX Design Intern *Jun 2021 – Sep 2021*

- Single-handedly formulated a UX framework to lead the redesign of Token Metrics' crypto-analytics dashboard with **6000+ users**
- Conducted semi-structured user interviews for **30+ users** to learn about the users' unmet needs and pain points
- In collaboration with the marketing team, analyzed the quantitative data for **200+ users** to validate the qualitative insights
- Conducted a brainstorming workshop to translate raw data into actionable insights
- Designed the low-fidelity and high-fidelity mockups for the dashboard that led to a **52% increase** in the daily active users

CleverTap **Mumbai, India**
Product Design Intern *May 2020 - Aug 2020*

- Led the user research, qualitative, and quantitative analysis of the user profile page of CleverTap's customer-engagement dashboard with **8000+ users**
- In collaboration with UX Researchers, analyzed the activity of **40+ users** to identify user behavior
- Created the information architecture and designed the paper prototypes, low-fidelity, and high-fidelity mockups for the page
- Worked on the registration flow of the dashboard that led to a **14% decrease** in the bounce rate

Media.net **Mumbai, India**
User Experience Designer *Sep 2019 - Dec 2019*

- Spearheaded the user research to improve the UX of an internal reporting tool used by **100+ employees** on a daily basis
- Created a design system, low-fidelity, and high-fidelity mockups for the internal reporting tool
- In collaboration with product and engineering teams, designed the user interface for **10+ web applications**

Fractal Analytics **Mumbai, India**
UX Design Intern *May 2019 - Sep 2019*

- Single-handedly built a component library for data visualization
- Designed the wireframes, UI, and end-to-end prototypes with **200+ screens** of PowerBI dashboards for Fortune 500 companies

SKILLS

Personas, Wireframing, Prototyping, Interaction Design, Visual Design, Typography, Graphic Design, Surveys, User Interviews, Usability Testing, Statistical Analysis, User Flows, User Stories, Heuristic Evaluation, Cognitive Walkthrough, Affinity Mapping, A/B Testing, Qualitative Research, Quantitative Research, HTML/CSS, JavaScript, ReactJS, Python, C, C++, Java, MySQL

TOOLS

Sketch, InVision Studio, Figma, Miro, Framer, Adobe Photoshop, Adobe Illustrator, Adobe XD, Adobe After Effects

ACADEMIC PROJECTS

Forward Roots

- Performed remote moderated usability testing on the Forward Roots website by interviewing **10+ users** to uncover usability issues
- Delivered customer-centric design solutions by creating mockups using Adobe XD

Placemaking Week

- Created the information architecture for the Placemaking Week website
- Interviewed **20+ users** to get qualitative insights on the website
- Redesigned the website for desktop, mobile, and tablet devices using Adobe XD, to meet the user requirements

VOLUNTEER EXPERIENCE

- Worked as a Visual Designer for Idealvillage, a non-profit organization working towards the upliftment of Indian Villages

HOBBIES

Sketching, Painting, Cooking, Trained in Indian Classical Vocal Music for **5+ years**