

Prashant Shinde

UX Designer

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SUMMARY

UX Designer with over 4 years of experience and a Master's in Human Centered Design. Proven expertise in creating user-centered designs, conducting user research, and leading cross-functional teams. Skilled in Figma, Sketch. Known for delivering high-impact projects and enhancing user experiences across various industries. Passionate about pushing design boundaries and achieving seamless, intuitive user interfaces.

PROFESSIONAL EXPERIENCE

UI/UX Designer

True College

New York, NY

01/2024 - Present

- Designed intuitive and visually appealing interfaces for the AI chatroom mobile application from scratch using Figma, ensuring alignment with user expectations and business goals.
- Conducted user research to understand student needs and pain points, translating business requirements into effective end-user digital designs.
- Facilitated usability testing sessions with 10 students, gathering feedback to iterate on the design and enhance user experience
- Led recruitment and onboarding initiatives, integrating new designers into the team and fostering a collaborative environment.
- Managed organization and maintenance of digital project files and deliverables, streamlining workflow processes and reducing project turnaround time by 10%.

Product Designer (NYC Design Factory)

Aalto University

NYC, USA, & Espoo, Finland

09/2023 - 05/2024

- Co-led a multinational team in designing an XR-based portable flight simulator for SAAB, recognized with the **"Best Team"** award for innovative design and user-centered solutions.
- Collaborated with a team of designers and engineers to create an immersive and intuitive user experience, ensuring effective communication and project management.
- Executed a distinctive strategy by blending UI/UX design and storytelling methodologies to develop an innovative prototype that surpassed conventional expectations
- Employed user-centered design principles to craft an engaging flight simulator experience, resulting in a pilot satisfaction rating of 4.5 out of 5.

UI/UX Design Intern

Shoptaki

New York, NY

07/2023 - 09/2023

- Designed user interfaces for mobile and web applications utilizing Smart-chain technology, leading to a 10% increase in user sign-ups during beta testing.
- Collaborated with team of 5 to design innovative Mobile and Web applications using Smart-chain technology
- Facilitated the conceptualization and design of the Smart-chain project, including the Payment System, Smart-ID, and website improvements.
- Embraced the fast-paced start-up environment, showcasing adaptability and a proactive approach to learning new technologies and methodologies.

UX Designer

CubDesign

Pune, India

01/2020 - 06/2022

- Implemented user-centered design principles and usability evaluations to ensure intuitive and engaging user experience
- Conducted user interviews and surveys to identify user needs, enhancing design consistency by 20% through the creation of design systems and style guides.
- **Enhanced design consistency by 30%** by coordinating the creation of design systems and style guides across all projects
- Created user interface elements, icons, and visual assets, adhering to ADA compliance standards to ensure inclusive user experiences. This resulted in a **zero accessibility-related complaints**
- Led design reviews and provided constructive feedback, maintaining alignment with the company's brand positioning from concept to final product.

- Designed creative graphic ads and engaged as a visualizer for more than 8 months

Graphic Designer

AffinityX

Pune, India

09/2018 - 09/2019

- Awarded with **Client Recognition** Award in the first quarter of **2019**.
- Developed visual design concepts for print and digital materials, including brochures, posters, and websites, ensuring consistency across all digital projects and channels.
- Managed multiple projects simultaneously, exceeding client expectations and meeting deadlines.

ACADEMIC PROJECTS / PERSONAL PROJECTS - [Portfolio](#)

Manga time

01/2023 - 05/2023

- MangaTime is a mobile app designed for manga lovers. It provides a seamless reading experience for readers by giving them access to a vast collection of manga in one place
- This app provides a comprehensive collection of manga titles in one place, allowing readers to easily access their favorite manga.

Student Hub

09/2022 - 12/2022

- Student Hub is a web application to help cater needs of international students
- Collected quantitative and qualitative data by conducting 5+ interviews and surveys
- Developed web application to be agnostic and one-stop solution that caters to all the needs and requirements of international students.

BlueColab - Interactive Kiosk Interface To Display Water Quality Information

09/2022 - 12/2022

- Designed an interactive kiosk interface in figma to increase engagement and build curiosity about water quality information among students by designing interactive elements and making it more appealing
- Conducted generative research, 10+ interviews and surveys, to gather insights on the Kiosk interface design
- Field study with 9 users for 5 days to see how familiar they grow with design and its features with time

EDUCATION

MS In Human Centered Design

Pace University, Seidenberg School of Computer Science and Information Systems

New York City, New York

09/2022 - 05/2024

Bachelors of Science, Animation

Fergusson College (SPPU, formerly known as Pune University)

Pune, India

08/2014 - 05/2017

RELEVANT COURSEWORK

User Experience Design | Human Computer Interaction | Research Methods for User Experience Design | Design Principles | Human Factors & Usability Evaluation | Prototyping in User Experience Design | Information Architecture

TECHNICAL SKILLS

Design: User Experience Design, User Research, Heuristic Analysis, User Flows, Wire-framing, Prototyping, User Interface (UI Design),

Information Architecture, Graphic Design, A/B Testing, Usability Metrics & Evaluation

Research: User Interview, Surveys, Competitive Analysis, Usability Testing

Software: Figma, Photoshop, Illustrator, POP, Canva, Miro, Qualtrics