SHREYA

Mobile: +91 7338076182 | E-mail: ar.shreya18@gmail.com

LinkedIn: https://www.linkedin.com/in/shreyashreya/
Portfolio: https://www.shreyauxfolio.com/

PROFESSIONAL SUMMARY

- Delivering intuitive experience by collaborating with Leadership, management, development, and various design teams by using Research, Strategy and Design thinking.

- Serving as an experienced leader for complex conceptualizing and product design resources.

- Bringing monetized improvements through user research, user experience and product design.

- Expertise in conducting user research and applying research methodologies for insightful, impactful, and meaningful product development.

- Data driven and user centered design which considerably increases user satisfaction and interaction.

- Measuring the impacts of designs and research to take the value of design to a monetary level.

ACHIEVEMENTS

- Saved Millions of Dollars by reducing time spent and increasing automation for Pharmacists to resolve cases for Prior Authorization System.

- Increased Growth sales by designing interfaces with actionable data for nurses to be able to attend to their patients better and provide effective care.

- Designed multiple Design systems for a variety of UX projects.

- Wrote an article about research on conversational design for innovative Proof of Concept.

- Compiled various research for different design outcomes.

- Explored and researched about automation and till what extent can it be applied to save time.

- Achieved a successful re-imagining of Connected Clinical Records from ground up.

SKILL SET

Design

- Illustration
- UI Graphics
- User Flows
- Concept Sketches
- Wireframing & Mockups
- Style guides and pattern library
- Hand sketching for user stories
- Interaction design on Figma
- Basic animation on Figma & AE

Research

- Data Analysis and segregation for design
- Empathy Mapping
- Persona building
- Defining problem statement
- Information architecture flows

- Contextual Enquiry
- Primary Research
- Thematic analysis of enquiry data
- Design thinking methodologies
- Keystroke modelling

Prototyping

- Rapid prototyping using Figma
- Paper prototyping

TECHNICAL SKILLS

- Figma
- Adobe XD
- Adobe Illustrator

- Adobe After Effects
- Adobe Premier pro

CERTIFICATIONS/PUBLICATION

- Healthcare Management Course AHM250.
- Transcranial Magnetic Stimulation (TMS) defensive research paper publication.
- Business Innovation Certification IDEOU - Designing a Business & Designing Business Strategy.

EDUCATION

- M. Des I HCD- Srishti Institute of Art, Design & Tech., Bengaluru.
- Architecture – R V College of Architecture, Bengaluru.
- PCM CBSE – St. Joseph's School, Bihar.

WORK EXPERIENCE

June 2021 – Present I UX Designer I Optum Global Solution.

- Re-imagined Connected Clinical Records for Clinicians to be more action centric and meaningful.
- Envisaged design and experience of Prior Authorization System for Pharmacists.
- Explored Newsletter design for the internal newsletter resources.
- Conceptualized and built new design system for one Optum Rx.
- Compiled design principles for the design OGA team to reuse and take deep design journeys.
- Collaboration and standard setting for final design handover.
- Assisted number of design reviews and helpful constructive feedbacks to help their concept, vision and design.

July 2020 – June 2021 I UI/UX Designer I Tech Machinery Labs.

- Increased sales of the multiple products by at least 30% with new designs.
- Built a new product with primary and secondary research for cow caretakers and owners.
- Envisaged a product from idea phase to final mockups for development.
- Conducted various research methods to collect data to help products receive better market acceptance.

May 2020 – July 2020 I UI/UX Design Intern I Gmetry XR Experience Firm

- Researching and developing new products was with Extended Reality Experience.
- Designed multiple Employee onboarding experience videos of companies like Microsoft and IBM.
- Conceptualized the themes and ideas of XR spaces.
- Built various 3D spaces, High fidelity prototype and mood boards.

March 2019 – May 2020 I UI/UX Designer I MEP Trades

- Design and explorations for perfect experience of an online marketplace.
- Research on application & website design, graphic design, interaction and animation design.
- Delivered High fidelity mockups for the development teams for faster and easier understanding.
- Designed Information architecture flow of the whole platform for agile development.

Jan 2018 – June 2021 I UI/UX Designer I Freelancer

- Defining project problem statements and product goals for realistic designs.
- Understanding holistic product requirements and delivering high fidelity mockups.
- Designing mobile and web applications according to the given requirements.
- Providing end to end design and research solutions for projects to be successful.

June 2018 – June 2019 I Architect I Indian Space research Organization (ISRO)

- Designing, conceptualization, renovation and presentation of new or old projects.
- Develop project concepts and maintain optimal workflow.
- Management of large complex design projects with senior administrations.

June 2017 – May 2018 I Design Partner I Homelane

June 2016 – May 2017 I Architecture Design Intern I DesignQube