SHREYA BEDI

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A UX designer dedicated to crafting seamless digital experiences through intuitive interfaces and impact-driven design solutions. Leveraging 3 years of expertise in information architecture, workflow optimization, and responsive design serving global firms.

WORK EXPERIENCE

User Experience Designer & User Interface Developer   *May 2021 – Jul 2022*
KPMG Global Services | Bangalore, India
- Hand-selected as first ever India-based designer on a newly created 5-person global team tasked with modernizing proposals, RFPs, and Orals for Fortune 500 companies
- Pioneered development of 7+ interactive microsites featuring custom HTML/CSS animations and components, increasing usage by 150% as 5 additional teams adopted the new templates globally.
- Streamlined crufty analog materials into efficient digital experiences, achieving 30% productivity gains for proposal development
- Designed a high-converting event site converting 150+ students for the Frank Ross Leadership Summit
- Effective collaboration with cross-functional decision-makers across the US and India to align visual solutions to business objectives

User Experience Designer & User Interface Designer   *Nov 2020 – Apr 2021*
Design Esthetics | Bangalore, India
- Transformed the online experience of 5+ clients by doing a complete revamp of their digital presence resulting in increased and engaged traffic with higher conversion rates
- Produced user flows, and information architecture prototypes catered to diverse sectors like automotive, finance, healthcare, and education sectors
- Delivered intuitive redesign of the MedTrain platform, boosting user enrollment by 30% within the initial month of launch
- Conceptualized mobile platform simplifying workflows for a car dealership with 1,000+ employees, reducing lead leakage by 25%
- Showcased adaptability and efficiency in orchestrating product shoots, microsites, and email templates

User Interface Designer & User Experience Designer   *Jul 2019 – Oct 2020*
Teknotrait Solution Pvt Ltd | Bangalore, India
- Created intuitive dashboards, mobile apps, and websites for seed-stage startups, driving 2x user engagement
- Redesigned internal Employee Management Software based on user research, benefiting 100+ employees
- Produced breadth of digital assets from videos and banners to visually engaging social posts, expanding followers
- Mastered 4 Adobe design tools while rapidly scaling content output and supporting 14+ startup clients

RELATED INVOLVEMENTS

User Experience Advisor   *Dec 2023 – Present*
Resoworx | San Francisco, CA
- Appointed UX advisor for seed-stage startup, strategically designed website on Webflow to prepare for Y Combinator application
- Charted product workflow and user flows to allow AI-enabled personalized job matching for students at a national scale
- Architected foundational multi-user dashboards centralizing access to career development resources and tools
- Providing ongoing expertise across rapid prototyping and user testing to inform public launch

EDUCATION

MS in Human-Computer Interaction, Indiana University | *Bloomington, Indiana*   *Aug 2022 – May 2024*
Courses: Design Strategy, Information Architecture, Interaction Design Methods

B.Tech. in Information Technology, SRM Institute of Technology | *Chennai, India*   *Jul 2015 – May 2019*
Courses: Web programming, Virtual Reality, Human-computer Interaction

SKILLS

Design: Information Architecture, Rapid Prototyping, Journey Mapping, Storyboarding, Design Strategy, Interaction Design, Visual Design, Heuristic Evaluation, Usability Testing, A/B Testing, Design systems, Typography, Wireframe, Color Theory, Style Guides, Responsive Design, Interviewing, Requirements Gathering

Tools: Figma, FigJam, Adobe XD, Sketch, Miro, Balsamiq, Photoshop, Illustration, Premier Rush, Procreate, Webflow, CSS, HTML.