SNEHASHISH DE
snehde@iu.edu · 930-333-2359 · Bloomington, IN · Portfolio - snehashishde.com · LinkedIn

EDUCATION

INDIANA UNIVERSITY, LUDDY SCHOOL OF INFORMATICS Bloomington, IN
Master's of Science in Human-Computer Interaction Design May 2025

THADOMAL SHAHANI COLLEGE OF ENGINEERING Mumbai, India
Bachelor's of Engineering in Information Technology Jul 2019 - May 2023

EXPERIENCE

INTERNSHIP PROJECT: EXPOSYS DATA LABS Mumbai, India
Position: Web Developer Jun 2022 - Jul 2022

- Achieved uninterrupted real-time video chat and messaging for a web application by implementing WebRTC technology, resulting in an increase in viewer engagement and satisfaction by 70%.
- Crafted an intuitive and visually appealing front-end interface using wireframes and prototypes which led to an improvement in user retention by 30%, as measured by user surveys.

RELEVANT PROJECTS

Embodied Shopping Sept 2023 - Oct 2023

- Collaborated with 3 other designers and performed 60–70-minute observations in grocery stores and found out various embodied interactions in the store.
- Iterated design and achieved 40% improvement in detecting allergens while picking products using a smart watch and RFID feature, measured by body storming.

Maynooth Furniture Jan 2023 - May 2023

- Conducted user research, competitor analysis with 4 companies, and user testing by creating multiple mock-ups to gather feedback and identify pain points in the website prototypes.
- Achieved improvements in online shopping by streamlining the experience for customers measured by 90% more positive feedback from user interviews.

Chordio Jun 2022 - Jul 2022

- Conducted a literature survey, and explored and researched the 7 different algorithms to extract chords from music.
- Partnered with a developer and structured the app's user flow and information architecture and made the interface for mobile and desktop websites, this improved the performance of the team by 50%.

Music Genre Classification Mar 2022 - April 2022

- Conducted comprehensive exploratory data analysis (EDA) to gain insights into the dataset's characteristics and performed feature engineering using 20 features to improve model performance.
- Developed a machine learning model for music genre classification, achieving an accuracy of 92.78 % on the test dataset using Convolutional Neural Networks.

RESEARCH PUBLICATIONS

- **Snehashish De** (2023) **User Experience Versus Marketing** - IRJET: Vol 10, Issue 1.
- Sanjay Pandey, **Snehashish De**, Palak Devnani, Pratham Gianani (2023) **Secured E-Learning and Assessment Web-Based Application with Parental Control** - IRJET, Vol 10, Issue 1.
- Sanjay Pandey, **Snehashish De**, Palak Devnani, Chetan Agarwal (2022) **Bluetooth Based Fire Detection and Robust Protection System by Using Arduino** - IRJET, Vol 9: Issue 12.

SKILLS

DESIGN: UX Design, UI Design, Visual Design, Interaction Design, Information Architecture, Journey Maps, User Flows, Affinity Mapping, Personas, Storyboards, Prototypes, Wireframes.

RESEARCH AND EVALUATION: User Interviews, Affinity Mapping, Contextual Enquiry, Direct Observation, Qualitative & Quantitative Data Analysis, Competitive Analysis, Usability Testing, Body storming.

TOOLS: Figma, AdobeXD , Photoshop, Microsoft Office Tools, Canva, VS Code.

PROGRAMMING LANGUAGES: HTML, CSS, Java, JavaScript, React, Angular, Python, C++, SQL.