Shreya Kohli / UX Designer

"Driven by curiosity and leading with empathy to create engaging and innovative solutions."

Work Experience

Associate Instructor ⧉
Indiana University Bloomington, Aug 2023 - Present, Indiana, USA
Graduate Associate Instructor for the INFO I300 HCI/Interaction Design course.

- Collaborated with professors to augment practical learning for **50+ undergrad students** by providing feedback and training throughout their UX design process.
- Demonstrated **leadership, communication,** and **mentorship** skills through successful training and development of the students.

User Experience Designer
Indiana Daily Student (IDS), Nov 2022 - Present, Indiana, USA
Created user-centric responsive web designs for the IDS Black Voices media website.

- Conducted user research through **heuristic analysis** and **expert interviews** to create a structured **design system** and **information architecture.**
- Developed **15+ wireframes** and **high-fidelity mockups** for the desktop, mobile, and tablet pages, ensuring **consistency** across the three platforms.
- Facilitated user testing sessions with stakeholders to determine data-informed customer-centric designs, resulting in a **10% increase in user satisfaction.**
- Documented final interface designs to **streamline communication** and **articulate concepts** to the development team to meet business requirements.

UI/UX Design Intern
Seminaut Inc, Jun 2023 - Sep 2023, Remote
Designed the Guild Gaming dashboard to enhance gaming community experience.

- Proficiently employed **agile methodology** across product lifecycle with user research, grasping **user needs** and **start-up business strategy.**
- Leveraged **user personas, journey maps, user interviews,** and **affinity techniques** to understand the **end-to-end customer journey** and global user-base.
- Successfully conducted **A/B user-testing**, increasing product usability by **5% over a 3-month period,** ensuring readiness soft beta release in November.

Graphic Designer ⧉
Deriv DMCC, Jul 2021 - Jul 2022, Dubai
Produced creative graphics, emails, and videos for global fintech product marketing.

- Spearheaded the **design strategy of 5+ product-specific projects** for social media platforms using creative approaches along with branding and corporate identity to enhance **customer experience**, boosting Instagram **followers from 10k to 31k.**
- Collaborated with user experience design, marketing, UI visual artists, and engineering teams to design **responsive emails and landing pages** targeted toward clients, with a **10% boost in conversion rates.**

Application Design & Development Intern ⧉
Johnson Controls International, Jan 2020 - Jul 2020, Dubai
Developed and shipped a desktop application to enhance employee workflow.

- Single-handedly **designed and developed** a web application used by **200+ employees** across **UAE, MEA & Latin America** using Microsoft PowerApps.
- Created application within the software development lifecycle, with feedback from User Acceptance Testing(UAT) of **20+ employees**, increasing **customer adoption by 8%.**

Contact

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Education

M.S. in Human-Computer Interaction
Indiana University, Bloomington
2022 - 2024, Indiana | GPA: 3.93

B.E. Computer Engineering
Birla Institute of Technology & Science, Pilani
2016 - 2020, Dubai | First division

Skills

Design
Wireframing, Prototyping, Information Architecture, Product Design, User Flows, Ecosystems, Visual Design, Storyboarding, Journey Mapping, Design Workshops

Tools
Figma, Adobe XD, Adobe Creative Cloud, LumaFusion, Miro, HTML/CSS, Microsoft Office, Protopie, Microsoft Power Platform

Research
Qualitative + Quantitative Research, Business Analysis, Usability Testing, A/B Testing

Collaboration
Communication, Leadership, Teamwork, Cross-Functional Collaboration, Decision-making.

Springer Publication

Kohli, S., Godwin, G. T., Urolagin, S. (2020). Sales prediction using linear and KNN regression. Algorithms for Intelligent Systems, 321–329. https://doi.org/10.1007/978-981-15-5243-4_29 ⧉

Relevant Projects

Enhancing Remote Soccer Fan Engagement (Aug 2023 - Ongoing)
An intersection between innovation and system thinking through immersive experiences. ⧉