

Hi, I'm Snigdha Narayan

A Product Designer based in Chicago, IL

With **5+ years** of experience in the field of user research/ digital designs. I'm a people nerd, connecting dots to glean impactful insights through research for crafting optimal and delightful experiences.

PROFESSIONAL EXPERIENCE

Interaction Design Intern, UITS (University Information Technology Services, IU)

MAY 2023 – AUG 2023 | Bloomington, IN

Revamped 2 key features in the IU mobile app, innovating by aligning user needs with business objectives for an anticipated 20% increase in engagement

Utilized data-driven insights to optimize use cases through strategic Micro-Interactions, resulting in improved discoverability and accessibility within these features.

Senior Product Designer, BXT Team, PricewaterhouseCoopers.

SEPT 2020 – JUL 2022 | India

Partnered with Unilever on 4 projects, developing end-to-end digital product design strategies maximizing the user retention and user satisfaction for 1000+ global users.

Conducted qualitative user research, gathering impactful insights from 50+ users, resulting in a 25% adoption increase for Data governance team Unilever.

Secured RBI website redesign by leading user interface and information architecture revamp, outperforming 200+ bids in the big 4 Consulting world.

Optimized user flow for a digital precision tool in collaboration with PwC Berlin, resulting in 2x faster error identification.

Articulated interactive data visualization concepts using BI tools for marketing dashboards, enhancing error prevention and efficiency by 9%.

User Experience Lead, Techolution

DEC 2018 – SEPT 2020 | India

Achieved senior-to-lead promotion in just 6 months, leading digital innovation using user research, addressing 0-1 complexities, crafting adaptable product development life cycles, including managing the design system.

Led 16+ projects and 5 pitches across domains like entertainment, healthcare, fintech and E-commerce, designing B2B enterprise product experiences.

Collaborated and worked with cross-functional teams, product owners, project managers, developers, and visual designers in an agile & lean driven process.

Oversaw design mockups & Brand Guidelines for both web design and mobile apps (Android & iOS) delivering prototypes that are responsive and scalable across devices.

UX Researcher, Next Education India Pvt Ltd

JUN 2016 – JUL 2018 | India

Designed gamified concepts for K-12 math learning modules, boosting user engagement by 30% across 3000+ schools.

Recruited and mentored 16+ interns in conducting usability studies, gathering data, analyzing user feedback and employing user testing to validate specific features.

Drove process flow improvements in data collection and documentation.

CONTACT

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Password - 2020

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EDUCATION

Masters, Human-Computer Interaction Design

Expected May 2024

Indiana University, Bloomington IN
USA. Cumulative GPA: 3.8 /4.0

Bachelor in Design, User Experience

Aug 2012 - May 2016 | India

Symbiosis Institute of Design, India.
Cumulative GPA: 3/4

SKILLS

Research: Qualitative research methods & Quantitative research, Contextual Inquiry, A/B testing, Heuristic evaluation, Affinity mapping, Card sorting, Design thinking, Competitor Analysis, Conducting Brainstorming sessions, Task analysis, Data Driven analysis, Usability testing, Competitive intelligence.

Design: Concept development, Storyboards, User-Centric Design, Information Architecture, Information hierarchy, Journey Maps, Task flows, Wireframes, Interaction Design, Visual Design, Visual communication, UX Writing, Typography, Prototyping.

Design Tools: Figma, Framer, Adobe CX (Adobe XD,PS, AI,ID), Protopie, Balsamiq, Sketch, Mural Miro,MS Office Suite, HTML & CSS, Webflow, Zeplin and Invision. Keynote, Axure

People Skills: Committed, organized, Innovative, Collaborator, Adaptable, Accountable, Flexible, Empathetic, Attention to detail, Expressive, Strategic thinker, Problem Solving, Growth Mindset, Leadership Capabilities, Product management, Excellent communication skills.