Priya Jain

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EDUCATION

INDIANA UNIVERSITY, BLOOMINGTON   **Bloomington, USA**
Master in Human-Computer Interaction   *August, 2023 - August, 2025*

- **Courses:** Experience Design, Interaction Design Methods, Meaning and Forms, HCI/d Studio Practice, Information Architecture, Introduction to VR, Data Visualization with Tableau, Product Management
- **Achievement:** HCI/d Connect 2024 Design Contest Winner — Created a car-sharing feature for families on Google Calendar, leveraging rapid prototyping, storytelling, and teamwork. Won out of 12 teams in a 2-hour challenge.

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA   **Vadodara, India**
Bachelor of Business Administration   *May, 2017 - May, 2020*

- **Achievement:** Best Mentor Award - Guided my team to a top 10 finish out of 200 teams in BBA Baazigar Business Competition.

WORK EXPERIENCE

SHOEMAKER INNOVATION CENTER   **Bloomington, USA**
Design Consultant   *September, 2024 - Present*

- Provide one-on-one mentoring to student startups, focusing on resolving technical challenges
- Conducted 5+ workshops for students on technology and product development, networking events, and facilitated innovation competition

EARTHENCART RETAIL LLP   **Vadodara, India**
Visual Designer   *October, 2020 - September, 2021*

- Conducted comprehensive market research to optimize user flows and enhance visual design, and also leveraged tools like Google Analytics to measure metrics such as engagement time and conversion rate to measure and improve the overall user experience
- Collaborated with cross-functional teams, including graphic designers and developers, to create visually compelling banners using Adobe Photoshop & Illustrator
- Analyzed product positioning and placement strategies, resulting in a 10% increase in product exposure and a 5% uplift in conversion rates
- Successfully onboarded 9 new sellers and maintained relationships with existing vendors, negotiating better terms and ensuring high-quality service, thereby enhancing the product portfolio and customer satisfaction
- Developed and executed marketing campaigns, including engaging videos and visual content, which boosted brand visibility and expanded the follower base by 12%

PUBLICATIONS

Co-authored an HCI Research Paper   *Under Review*

- **Status:** Submitted for review to TOCHI conference (expected decision in mid 2025)
- **Contribution:** Thematic Analysis, Design of Visuals and Supplementary Materials, Writing and Editing

PROJECTS

Towards Designing for Multimodal Remembering: Findings from Emotional Memories   *In Progress*

- **Description:** The project aims to identify specific emotions associated with negative memories and develop multimodal tools that engage all senses to enhance reflection and processing
- **Contribution:** Conducted 7 user interviews with memory boards, Prototyping

Social Media Bookmarking Feature   *In Progress*

- **Description:** Explored user bookmarking habits on social media, examining how saved content reflects personal identity
- **Contribution:** Conducted user research and behavior analysis, identifying trends in content-saving as part of personal expression, leading to prototype development

TECHNICAL SKILLS

- **Tools:** Figma, Adobe Suites, Unity, Tableau, Microsoft Office, Miro, Framer, Canva
- **Design Skills:** UX Design, UI Design, Visual Design, Journey Mapping, Affinity Mapping, User Flows, Information Architecture, Wireframing, Prototyping, Usability Testing, Storyboarding, AR/VR, Design Systems
- **Research Skills:** Direct Observations, User Interviews, Contextual Inquiry, Thematic Analysis, A/B Testing