

SHANTANU THORAT

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PROFESSIONAL SUMMARY

Product Designer with 3+ years of experience designing user-centered, end-to-end solutions for consumer, enterprise, and SaaS products. Passionate about AI-driven conversational experiences and design strategy.

PROFESSIONAL EXPERIENCE

Hyphenova

Los Angeles, CA, USA

UX Design Lead, Design Systems (Internship)

Jul 2024 - Sep 2024

- Led the creation of an extensive 72-components library for the AI app's Native and Flutterflow platform.
- Ensured component modularity and improved accessibility in accordance with WCAG 2.1 AA standards.
- Conducted 2 rounds of user testing with 20+ creators, iterating on contrast, spacing, and usability, resulting in 73% increase in user satisfaction and likability scores.
- Collaborated with a cross-functional team of product managers and developers, reducing the design-to-development time from 240 hours to 79 hours per flow, saving over 150+ hours and increasing efficiency by 67%.

Cognizant

Pune, MH, India

Digital Experience Designer (Full-Time)

Jul 2021 - Jun 2023

- Spearheaded 4+ projects from conception to delivery in Insurance, Pharma, Healthcare and Cloud based systems, facilitated multiple UX RFPs and mentored 5+ Junior designers.
- Migrated a Pharma company's offline project management system to a web app, resulting in a 55% efficiency in overall tasks.
- Streamlined an insurance company's disjointed process across 3 applications, strategically structuring and optimizing user flows, for an application with a user base of 4000+ employees.
- Designed end-to-end mailing and messaging feature for a healthcare company's application, resulting in 35% efficiency in communication between patients and nurses, and minimizing clerical errors.

Salt, Y-Combinator Fintech Startup

Philadelphia, PA, USA

Product Designer (Internship)

Jan 2021 - Jul 2021

- Designed onboarding and neo-banking features collaboratively with product managers and developers, creating high-fidelity screens, interactive prototypes, and micro animations.
- Revamped 25+ pages for LLC and business categories, boosting user engagement by 60% and achieving 500+ signups in the first 30 days.
- Crafted and implemented features for a web-based wealth management system, that helped onboard 350+ businesses & transaction volumes over \$35 million.

Teqzo Consulting

Bangalore, KA, India

Product Designer (Internship)

May 2020 - Aug 2020

- Led interaction mapping and user flow optimization for a baby monitoring device (nubotracker) and application, enhancing the efficiency of tracking critical infant activities, resulting in 640+ positive user reviews with a 4.0/5 average rating on Amazon within the 6 months of launch.

INDUSTRY SPONSORED PROJECTS

Salesforce - Gen AI Chatbot - [Link to project](#)

San Francisco, CA, USA

Product Designer

Aug 2024 - Dec 2024

- Crafted context-aware, personalized user experience that optimized product discovery and encouraged users to engage in deeper, ongoing chatbot conversations.
- Collaborated closely with the design team, product managers and actively participated in 2+ critique sessions with 20+ designers and researchers to identify and address design challenges, driving continuous improvement.

Amazon - Alexa, Proactive Experiences - [Link to project](#)

New York, NY, USA

User Experience Designer

Jan 2024 - Apr 2024

- Conducted user research, conceptualization and prototyping to improve Alexa's Hunches feature, focusing on proactive feedback and user engagement.

EDUCATION

Indiana University - Bloomington

Aug 2023 - May 2025

Master's, Human Computer Interaction

GPA: 4

Avantika University

Sep 2017 - May 2021

Bachelor's, Industrial Design

GPA: 4

SKILLS

Design: Wireframing, Interactive Prototyping, Interaction Design, Conceptualisation, Information Architecture, Storyboarding, Conversation Design, User Flow, WCAG Accessibility, Design Systems, Cross-Platform Design, UX Audit, Testing Design, Visual Design, Agile

Research: User Journeys, Ethnography, Affinity Diagramming, Contextual Inquiry, Interaction Studies, A/B Testing, Usability Testing, Data Analysis, Heuristic Evaluation, Card Sorting, User Research, Competitive Analysis, Qualitative Interviews, Journey Mapping, Field Studies

Tools: Figma, Axure, Webflow, Framer, Flutterflow, Adobe XD, Adobe Creative Suite, Balsamiq, Sketch, Invision, Jira, Visual Studio, Miro

Collaboration: Cross-functional Collaboration, Stakeholder interviews, Agile Methodology, Stakeholder Presentations, Design Critiques