

SHREYA SHRIDHAR

PRODUCT AND EXPERIENCE DESIGNER



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I'm a Product Designer with a background in UX/UI design, product management, architectural practice and education. I've enjoyed developing immersive platforms, always focusing on user-centric design and heightening experiences. I work well with cross-functional teams, fostering great client relationships, and managing optimized workflows. I love to design for a purpose, and user-driven design gives me just that. My time in architectural education has helped me guide students through essential design principles and methodologies, enhancing their critical thinking and curating content in a learner-centric manner. I excel at creating cohesive design systems, while enhancing user engagement and learning outcomes.

CERTIFICATIONS

**Postgraduate Course on Human
Computer Interaction Design (HCI)**
IIT Bombay

UX Design Specialization
Google

EDUCATION

Bachelor's in Architecture (3.4 CGPA)
CEPT University

National Public School, Kormangala (94.2%)
Primary and Secondary Education

SKILLS

- User and Design Research
- Information Architecture
- User Flows
- Storyboarding and Narrative Development
- Interaction Design
- Wireframing
- Prototyping
- Design Systems and UI Design
- Usability Testing
- Data Driven Design
- Agile Methodology

SOFTWARES

- Figma,
- Adobe Suite (XD, Photoshop, Indesign, After-Effects)
- MS-Office
- Miro
- Asana
- Sketching
- AutoCAD
- Sketchup

WORK EXPERIENCE

KiKSAR Technologies Pvt. Ltd.

August 2023- Present

Associate Product Manager (Design)

February 2024- Present

- Collaborated with engineering, UX/UI, marketing, AI, and development teams to create the MVP of KiXR3D's generative AI platform, ensuring seamless user experiences for clothing configurators, 3D design visualization, and AI-powered virtual try-ons.
- Conducted market research and competitive analysis to identify trends and inform strategic product development and positioning.
- Gathered and analyzed user feedback to inform product improvements, refining user flows for quicker engagement and achieving the "aha!" moment.
- Facilitated cross-functional collaboration to develop marketing materials and pitches, effectively communicating the platform's value propositions.
- Designed information architecture and UX flows and strategies for digital photography, incorporating automated workflows for AI and enhancing user interaction with conversational UX features.
- Conducted background research about conversational UX to enhance user interaction and engagement with AI-powered photography and virtual try-on features.

User Experience Designer

August 2023- February 2024

- Designed and developed an immersive 3D financial education web games for various age groups as well as financial literacy backgrounds using user-centered design principles, educating users on financial decision-making.
- As project lead, collaborated closely with developers, UX designers, and stakeholders using agile methodologies to plan sprints, conduct daily stand-ups, and manage iterative development, resulting in a well-coordinated and efficient project workflow.
- Led client-facing interactions to define the scope of work, facilitating continuous discussions and feedback, which ensured alignment with client goals and timely project delivery.
- Conducted comprehensive design research and case studies on existing financial education games, informing best practices and improving the game's effectiveness.
- Implemented gamification techniques to create detailed storyboards, narratives, user flows, and instructional design, enhancing user engagement and learning outcomes.
- Developed and maintained a cohesive design system and created detailed wireframes and prototypes using Miro and Figma, ensuring consistency and seamless user experience through iterative testing and feedback.
- Proposed restructuring the team and workflow to increase efficiency, including recommendations for approaching clients, defining requirements, and outlining processes. This resulted in a clearer understanding of expectations among team members and clients, even though additional hires were not made.

ACCOLADES

CEPT Excellence Award and a place in the Honours Exhibition for 'Of Zest and Rest: A Melange of Staircases'.

'Of Zest and Rest: A Melange of Staircases' featured on Design United

CEPT University

January 2022- April 2023

Teaching Associate

- Guided architecture students in academic research essays and technical drawings, fostering critical thinking and analytical skills relevant to design across various courses.
- Worked closely with students in these courses, helping them translate research and observations into structured narratives and visual representations, enhancing their design communication skills.
- Contributed to the development and updating of course materials, ensuring alignment with educational objectives and enhancing the learning experience.
- Acted as a mediator between students and faculty, facilitating design discussions that promoted critical thinking and the practical application of architectural theories.
- Led workshops and tutorials on visualization, representation, communication, critical thinking, and ideological frameworks, helping students develop a solid foundation in design principles.
- Organized and coordinated classroom logistics, maintained course records, and supported administrative tasks to ensure smooth course operations.
- Courses taken:
 - Fundamentals of Architecture (for first year students)
 - History: Architectural Typologies (for second year students)
 - History: Architectural Tectonics (for second year students)
 - History: Architectural Agents (for third year students)
 - Architectural Design Studio: The Practice (for fourth and fifth year students)

IORA Studio

July 2022- December 2022

Junior Architect

- Created GFC, working and detailed drawings and models for Samast clubhouse and farmhouse scheme
- Made visualizations and illustrations for Samast clubhouse and farmhouse scheme

Mathew and Ghosh Architects

January 2021- June 2021

Architectural Intern

- Created GFC, working and detailed drawings and models for KCT (retrofitting project) and the Museum of Art and Photography (MAP), Bangalore.
- Worked on motion graphics and animations for MAP.
- Responsible for vendor management, communication and procurement