

Shraddha Shinde

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EDUCATION

University of Colorado Boulder

MS in Human-Computer Interaction - 4.00 CGPA

Key Coursework: Interaction Design, Prototyping, Human-Centered Design, UX Design, User Experience Research, Design Methods

Boulder, CO

August 2024 - May 2026

Vidyalankar Institute of Technology, University of Mumbai

B.E. Computer Science and Engineering - 9.75 CGPA

Key Coursework: Software engineering, social media analytics, web development, Data Analytics,

Mumbai, India

August 2019 - May 2023

WORK EXPERIENCE

UX Research Assistant [University of Colorado Boulder – Craniate Project](#)

September 2024 - Present

- Collaborating with Dr. Shaz Zamore and team to enhance STEM comprehension for marginalized children (ages 9–13) by designing and testing culturally relevant, user-centered educational tools like interactive comic books. Focusing on data visualization, universal accessibility, and refining personas based on user data while conducting interviews, ethnographic observations, and assisting in content design.
- Applying experimental design through Lean UX and inclusive design methodologies, conducting structured tests, analyzing feedback, rapid prototyping, and iteratively improving tools to ensure they are accessible, engaging, and effective for underserved groups.

UX Design and Web Developer – Student Assistant III [Institute of Cognitive Science](#)

January 2025 - Present

- Leading user journey mapping and interaction design for the LEVI-HAT dashboard, optimizing workflow efficiency and task completion rates. Developing responsive UI components using React.js, REST APIs, and D3.js, ensuring scalability in design and data accessibility.
- Conducting A/B testing and gathering insights using behavioral analytics to refine UI elements based on user performance metrics
- Contributing to the product development lifecycle, including idea generation, product testing, and post-launch analysis, ensuring continuous iteration and improvement, with a focus on rapid iteration and production of multiple concepts

Freelance Designer

February 2022 - June 2023

- Conducted UX research (A/B testing, focus groups, interviews), enhancing college website satisfaction by 40% and improving task completion rates by 35% through user-centered designs.
- Designed 100+ social media assets and 10+ logos using Adobe Creative Suite, boosting brand visibility, engagement, and retention through effective storytelling and consistency.
- Delivered personalized event posters and banners, managing multiple timelines to achieve 100% client satisfaction with on-time, high-quality designs.

Lead Web Designer & Developer [SandBox - The Entrepreneur Platform](#)

May 2021 - November 2021

- Managed over 14 entrepreneurial concepts and 650+ investments from 200+ consumers, using a role-based structure that improved communication flow and reduced task redundancy, boosting operational efficiency by 25%.
- Designed a website with optimized color schemes and typography, conducting UX research and wireframing. Enhanced features like clickable buttons and a loader for improved responsiveness, focusing on reducing Interaction to Next Paint (INP) by optimizing event handling and minimizing JavaScript execution, resulting in a 20% increase in user satisfaction and smoother navigation.
- Created responsive user interfaces with HTML, CSS, JavaScript, and jQuery, including an engaging in-website currency system. Collaborated with cross-functional teams to launch impactful web projects.

SKILLS

Design Skills: UX Research Methods (Qualitative and Quantitative methods), User Research & Analysis, User Persona Development, Competitive Analysis, User Guides, Release Notes, Information Architecture, User Flows, Mockups, Wireframing & Prototyping (Storyboarding, Conceptual Diagrams), Visual Design (Interaction Design, Design Thinking), Usability Studies, Accessibility Standards (WCAG Standards), Experimental Design, Design Standards & Guidelines Development, Data Analysis & Visualization, Usability Testing, User Testing, Project Management, Agile, Lean UX, Market Analysis, Site Metrics Understanding, Scenario and Use Case Development, Effective Advocacy for Design, Knowledge of Mobile and Web Design Patterns, Style Guides, Design sprints, usability testing, user interviews, surveys, contextual inquiry, A/B testing, heuristic evaluation

Interpersonal Skills: Customer-focused approach, Collaboration and leadership, Empathy and storytelling, Communication and presentation skills. Attention to detail, Accountability and problem-solving (Identifying and addressing bottlenecks), Multitasking, and Effective Writing.

Technical Skills: HTML, CSS, JavaScript (ReactJS, Angular, Redux, P5.JS), Python, CMS (Webflow, Wix, WordPress); **Tools:** Figma, Sketch, Miro, Adobe Creative Suite (Photoshop, Illustrator, XD), Microsoft Excel, Prototyping Tools (Framer, ProtoPie, Principle, InVision), Google Analytics, Microsoft Office Products

PUBLICATIONS

- “Optimizing Issue Tracking Systems using Deep Learning-based Issue Classification” [<https://ieeexplore.ieee.org/document/10136114>]
- “Sign-Language Recognition using Convolutional Neural Network with Customization” [https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4169172]
- “A Speculative Examination of Government Websites for Web Accessibility” [https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4161974]

SCHOLARSHIP & AWARDS

- ATLAS MS Professional Scholarship (2024-2026)
- BPR&D Website Redesign -Finalist, February 2022 (national-level Bureau of Police Research & Development Competition)
- Smart India Hackathon-Finalist, August 2022 (national-level Hackathon)