SHICHI UPADHYAY

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WORK EXPERIENCE

UX Designer Intern, Boston, MA   **June 2024 - August 2024**
Fidelity Investments
- Designed and optimized data visualization tools to simplify workflows, enabling cross-functional teams to collaborate more effectively and enhancing user experience
- Connected with designers across teams and conducted various usability tests to gather feedback and refine designs
- Led the end-to-end design of a Brokerage Web App, from ideation to high-fidelity visuals, improving user engagement and ensuring a seamless experience by applying design thinking and collaboration across product and engineering teams

Product Analyst, Mumbai, India   **January 2022 - July 2023**
Quantiphi Inc.
- Elevated product delivery for 12+ cross-functional teams by using user flows, storyboards, wireframes and information architecture frameworks
- Partnered with major clients to deliver innovative design solutions, increasing clarity and user satisfaction, and contributing to product strategy by integrating user feedback and iterative design
- Contributed ~$2M growth in H1-2023 by crafting AI/ML-driven user experiences in consideration of Google Cloud Platform (GCP) services, which helped secure key leads and expand business opportunities

UX/UI Designer, Mumbai, India   **October 2020 - June 2021**
Smowcode
- Delegated and implemented a website and an IDE interface for a desktop application, enhancing user experience and usability
- Performed surveys on the beta version of the product to gain insights for a broader perspective, resulting in the delivery of a higher-quality customer experience
- Led social media account management efforts, and saw a 10% increase in user interaction. Additionally, organized and conducted 5+ UX sessions for software developers to improve product understanding and design collaboration in the team

EDUCATION

Indiana University, Indianapolis, USA   **August 2023 - Present**
Master of Science in Human-Computer Interaction

Sardar Patel Institute of Technology, Mumbai, India   **August 2018 - June 2022**
Bachelor of Technology in Electronics Engineering

PROJECTS

InnoVest - Mobile Application   **October 2023 - December 2023**
- Developed a mobile platform facilitating startup-investor partnerships, addressing key networking and collaboration challenges
- Designed a swipe-and-match system, ensuring balanced interactions and enhancing user onboarding through iterative usability tests
- Utilized user feedback to refine the platform's functionality, improving user experience and engagement

DynaMove - Mobile Application   **August 2023 - October 2023**
- Led the development of a tailored fitness app, solving user issues through comprehensive testing and analysis
- Formulated and executed a forward-looking development strategy, incorporating user testing, prototype iterations, and pilot launches
- Achieved continuous app enhancements by integrating user feedback into development cycles, leading to a robust fitness solution

Alpheta - Web Application   **March 2022 - June 2022**
- Crafted key elements for a user-focused web application, prioritizing essential features for an optimal user experience
- Employed iterative design methods, including wireframes and Beta versions, to gather user insights and improve the app's functionality
- Enhanced web app design through detailed user research and feedback, leading to a more intuitive and effective product

SKILLS

Design: Interaction Design, UX Design, UI Design, UX Writing, Visual Design, Storyboarding, Information Architecture, Wireframes, Concept Design, Ideation, Usability Testing, Design Documentation, Cognitive Psychology, Design Systems

Research: User Interviews, Surveys, Competitive Analysis, Participatory Design, User Flows, User Journeys, User Personas, Field Observations, Contextual Enquiry, Secondary Research, Design Thinking

Tools and Software Platforms: Figma, Adobe XD, Illustrator, Photoshop, Sketch, Flutter, Tableau, Visual Studio, Blender, Webflow, InDesign, Miro, Notion, Jira, Protopie, Procreate