Shreya
Deepak Kumar

Designer | Researcher

www.shreyadk.com

+1 (857) 869 9880

shreya.dk.97@gmail.com

LinkedIn/shreya-d-kumar

Experience

UX Research Co-op | Fidelity Investments, Boston

JUL 2024 - DEC 2024

- Conducted 15+ **intercept interviews** and **focus groups** to inform the design of data visualizations, simplifying data interpretation and **boosting user engagement by over 80%**
- Ran 32+ **unmoderated user interviews** to explore the mindset of novice investors and test confidence-building concepts, **informing the conception of a new investment product**
- **Led Design Thinking workshops** and **Google Design Sprints**, driving cross-functional collaboration to ideate, prototype, and solve ambiguous and complex UX challenges in investor confidence
- **Built a research repository of 108+ projects** on HeyMarvin for effective cross-project analysis and trained the design, product, and compliance teams on its use with a qualitative research example

Graduate Student Lecturer | Northeastern University, Boston

JAN 2024 - MAY 2025

- Developed and **delivered an interactive and collaborative course** to introduce undergraduates to the principles of interaction design, using Figma
- Guided students through **hands-on projects**, helping them bring their ideas to life using Figma by **providing constructive feedback, facilitating peer collaboration**

UX Designer | Unikwan Innovations, Bangalore

JUL 2022 - JUL 2023

- Collaborated with Van Heusen to redesign product details flow, **reducing customer complaints by over 21%**
- Performed heuristic evaluations on Forever 21's website, identifying and resolving usability issues
- Conducted **competitive analysis** and **A/B testing** to optimize American Eagle's checkout flow, streamlining decision-making and **accelerating checkout speeds**

Product Designer | Raise Financial Services, Mumbai

JAN 2022 - JUL 2022

- Designed **130+ screens across 6 key features** — referrals, IPO, options trading, investment returns, news, and portfolio — ensuring product usability and visual consistency on **Android, iOS and web interfaces**
- Ensured meticulous **attention to detail** in interaction design and design documentation, leading to **efficient handoff** to development team

Founder & Designer | Stellar's Sea Cow, Bangalore

OCT 2020 - JAN 2022

- Launched the e-commerce business, overseeing **business strategy, marketing** and **user experience**
- Designed and **optimized the website** to streamline the purchasing process, resulting in a **200% increase in sales** by enhancing the customer experience and driving conversions
- Designed and meticulously **handcrafted over 500 high-quality products** ensuring unique, artisanal appeal

Education

MS in HCI, Northeastern University

SEP 2023 - MAY 2025 | 4/4 GPA

Courses: Notational Systems, Research Methods, Prototyping, XR Design Studio, Design Systems, Biodesign

BS-MS in Biology, IISER Mohali

AUG 2015 - AUG 2020 | 8.8/10 GPA

Master's Thesis: Using Molecular Biology Techniques for Environmental Benefits

Skills

UX Research

User Testing, Design Thinking, Design Strategy, Heuristic Evaluation, Affinity Mapping, Competitive Analysis, Qualitative and Quantitative Analysis, A/B Testing, Design Workshop Facilitation

UX Design

Visual Design, Information Design, Design Systems, Wireframing, Prototyping, Interaction Design, Information Architecture, User Flows

Tools

Figma, UserTesting, HeyMarvin, Miro, Qualtrix, Adobe XD, Adobe Photoshop, Adobe Premiere Pro, Miro, Hoverlay, Unity

Honors & Awards

Laurel and Scroll 100 - Inducted into Society of Distinction at Northeastern University for exceptional service to community

Emerging Graduate Leader Award - Recognized for exemplary leadership skills; 7 out of 154 program participants awarded

INSPIRE Scholarship - Awarded by DST, Govt. of India (2015 - 2020) to the top 1 percentile of students in India