

Shreya

Deepak Kumar

Designer | Researcher

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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
- 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

Part-time Student Lecturer | Northeastern University, Boston

JAN 2024 - APR 2024

- Designed and delivered an engaging curriculum, enhancing student proficiency in interaction design using Figma
- Provided constructive feedback and evaluated student projects

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 Design Intern | Raise Financial Services, Mumbai

JAN 2022 - JUL 2022

- Designed 130+ screens across 6 features — referrals, IPO, options trading, investment returns, news, and portfolio — driving increased user retention on both app and website
- Executed user acquisition and engagement strategies by designing 20+ social media creatives and authoring 4 SEO blogs, increasing visibility and traffic by 156%

Founder & Designer | Stellar's Sea Cow, Bangalore

MAY 2021 - 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, including home decor items, jewelry, and trinkets, ensuring unique, artisanal appeal

Education

MS, Northeastern University, Boston

SEP 2023 - MAY 2025 (EXPECTED) | 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, Adobe XD, Adobe Photoshop, Adobe Premiere Pro, Miro, Hoverlay, Unity

Awards

Embark Fellowship 2021 - Rank 4 (in design) out of 450K+ applicants

INSPIRE Scholarship - Awarded by DST, Govt. of India (2015 - 2020)