

SHREYA DEEPAK KUMAR

PRODUCT DESIGNER | [Portfolio](#) | [LinkedIn](#) | shreya.dk.97@gmail.com | +1 (857) 869 9880

4+ years creating user-centered products informed by research. Achieved 30-85% improvements across fintech, e-commerce, and SaaS. Designed India's first trader-focused platform (30% adoption), redirected product strategies, and built 0→1 products.

EXPERIENCE

Information Designer (Contract) | Northeastern University

REMOTE | SEPT 2025 - PRESENT

- Designed AI-integrated practitioner training manual transforming Northeastern's career counseling resource collection, achieving 8.83/10 pilot validation score from 14 practitioners.
- Collaborated with career services team to redesign information architecture; work explores AI as design partner, demonstrating strategic approach to emerging technologies in educational product design

UX Research Co-op | Fidelity Investments

BOSTON | JUL 2024 - DEC 2024

- Led 4-phase research study with 20 investors revealing 73% confidence gap that redirected product strategy from education to behavior design; designed and tested prototypes achieving 91% user preference, informing new product development
- Facilitated Design Thinking workshop and Google Design Sprints with cross-functional team, introducing test-and-iterate methodology that resulted in 3 validated concepts and functional prototype within 1-week sprint
- Built research repository in HeyMarvin consolidating 108+ studies, reducing insight synthesis time 85% (2 weeks→3 days); enabled rapid analysis informing crypto wallet MVP prioritization (now Phase 2 testing)

UX Designer | Unikwan Innovations (Client: Aditya Birla Fashion & Retail)

BANGALORE | JUN 2022 - JUL 2023

- Redirected Van Heusen from subscription feature (rejected by 10/10 participants) to search experience optimization, reducing complaints 85% and improving satisfaction 17%; designed Van Heusen Intimates mobile site, increasing conversions 1.2%
- Redesigned American Eagle size guide with visual charts, increasing engagement from 1 second to 45 seconds and reducing bounce rate 65% to 50%; validated expansion to full website redesign, improving satisfaction from 6.8 to 7.2
- Generated 11% revenue for Forever 21's first online sale by designing e-commerce website across 5 core flows; created scalable design system with atomic components adopted by developer team

Product Designer | Raise Financial Services

MUMBAI | JAN 2022 - JUN 2022

- Designed India's first trader-focused options trading platform with real-time data visualization and advanced charting; achieved 30% adoption within first week and drove 2% increase in new user signups
- Designed news section achieving 72% daily engagement (56s sessions) through categorized content; created IPO portal validated by 80% of test users

Website Designer | Saasific

REMOTE | JUN 2021 - DEC 2021

- Built workflow automation SaaS platform as founding designer, creating marketing website, authentication flows, dashboard, and canvas-based builder; developed design system with responsive layouts
- Designed MVP based on competitive analysis of Zapier and HubSpot to establish UX patterns, successfully onboarding 17 early business customers

Co-founder & Product Designer | Stellar's Sea Cow

BANGALORE | AUG 2020 - JUN 2021

- Built e-commerce website after identifying Instagram DM ordering couldn't scale; designed checkout flow and inventory system enabling growth to 50+ daily orders and Rs 2.26L profit in 14 months from Rs 28k investment
- Grew business from furniture refurbishment to 1,250-follower brand through product pivot and Instagram marketing; hands-on 0→1 experience sparked career transition from biology to product design

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

Program Assistant: AY2024 - AY2025

MS in Biology, IISER Mohali

AUG 2015 - AUG 2020 | 8.8/10 GPA

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

SKILLS

Design

Design Systems, Mobile-First Design, Information Architecture, Interaction Design, Wireframing, Prototyping, Data Visualization, Behavioral Design

Research

User Interviews, Usability Testing, A/B Testing, Heuristic Evaluation, Competitive Analysis, Jobs to be Done, Google Design Sprints, 0→1 Product Development

Tools & Collaboration

Figma, UserTesting, HeyMarvin, Qualtrics, Miro, Google Analytics, Jira, Confluence, Adobe Creative Suite, Cross-Functional Collaboration, Stakeholder Management, Workshop Facilitation

HONORS & AWARDS

Adjunct Faculty: Instructor, Interaction Design (Northeastern University); Developed curriculum and taught Figma to 40+ students across 2 semesters

Laurel and Scroll 100: Inducted into Society of Distinction at Northeastern University

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