

Shravani Shinde

Service and UX Designer with 3+ years of experience turning insights into user-centric solutions. Skilled in leveraging research and systemic thinking to create inclusive designs. Passionate about driving change through human centric strategies and innovation.

Mumbai, India
Phone: (+91) 7506046148
Email: shindeshravani99@gmail.com
Linkedin: [shravanishinde](https://www.linkedin.com/in/shravanishinde)
Portfolio: www.shravanishinde.com

EXPERIENCE

STAGE (Royal College of Art) – Service Designer

London, UK | Mar 2024 - Aug 2024 | Academic Project

- Led a **master's project** at RCA addressing **gender data gaps in tech**, collaborating with NGOs, data experts, and women leaders.
- Conducted **quantitative research** with **100+ women** and **20+ industry experts**, co-designing an **AI-powered platform** to enhance professional visibility.
- Facilitated **co-creation workshops**, refining **UX and AI features** and contributing to the platform's **business strategy**.

Arup – Service Designer

London, UK | Oct 2023 - Feb 2024 | Academic Project

- Partnered with **Arup** and **London councils** to research economic challenges in underserved Greater London neighborhoods.
- Conducted interviews with **200+ freelancers and business owners**, generating **data driven interventions** to boost local **business growth by 30%**.

Larsen and Toubro Infotech – User Experience Designer

Mumbai, India | July 2021 - May 2022 | Full-time role

- Conducted a **UX audit**, and **competitor analysis** for **Sufin**, a **B2B e-commerce platform**, identifying **15+ key improvements**. Contributed to a **collaborative redesign** that increased **user satisfaction by 50%** and boosted **platform engagement by 60%**.
- Redesigned iOS apps and web portals for Otis Japan, **reducing task assignment time by 80%**, **improving task completion to 90%**, and **cutting disaster response time by 75%**.

Tata Consultancy Services – User Experience Designer

Pune, India | Feb 2021 - June 2021 | Internship

- Redesigned the **Campus Commune student engagement platform**, improving usability and increasing engagement by **40%**.

Samarpan Foundation – Design Consultant

Mumbai, India | June 2021 - August 2023 | Consultant role

- Performed a **UX audit** and **redesigned** the website, simplifying the donation process and reducing **drop-offs by 20%**.

EDUCATION

Royal College of Art

MA Service Design

London, UK | Sept 2023- Aug 2024

Grade: Pass

London Business School

MBA Elective Behavioral Economics

London, UK | Jan 2024 - May 2024

Grade: A

MIT Institute of Design

Bachelors in Design (Product Design)

Pune, India | July 2017 - June 2021

Grade: 7.97/10

CERTIFICATIONS

Cognitive Psychology

UC Berkeley | Grade: A | 2022

Intermediate Statistics

San Jose State University | Grade: A | 2022

Development HTML CSS Javascript

Trycatch Classes | 2022-2023

SKILLS

Core: User Journey Mapping, System Design, Information Architecture, User Research & Analysis, Heuristic Evaluation, Service Blueprinting, Usability A/B Testing, Competitor & Market Research, Stakeholder Analysis, Prototyping, Wireframing, Data Analysis & Synthesis, Co-Creation & Workshop Facilitation

Tools: Figma, Sketch, Adobe XD, Miro, Zeplin, Google Analytics, Qualtrics, SPSS,