

Shreya Jaiswal, Product Designer

Evidence-driven designer creating measurable improvements to user experience.

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(408) 627-2444

Education

General Assembly

User Experience 2019

University of Chicago

M.A. in Behavioral Science 2017

University of California, Davis

B.A. in Psychology + Evolution 2016

Research

Usability Testing, Rapid Prototyping, Research Methods, Industry Analysis, User Interviews, Survey Design, Wireframing, Contextual Inquiry, Data Visualization, A/B Testing, Google Forms, Heuristic Evaluations

Design

Adobe Suite, Figma, LucidChart, Visual Design, Graphic Design, Design Principles, Invision

Toolkit & Development

Miro, Webflow, R Studio, HTML/CSS, Javascript, LucidChart, Typeform, Optimal Workshop, Google Trends, Data Visualization

Projects

The Climate Designers

Oct 2019 - present

Research and develop climate action design plans for the climate designer team.

Experience

Client Website | Product Designer

July 2020 - present | Fremont, CA

- Spearhead literature and user research generating +1,000 unbiased pandemic-related political reports.
- Use “human factors” design processes and storytelling to encourage changed voting behavior.
- Create digestible, aesthetically-pleasing, and user-centered interactive data visualizations.

West General | Product Designer

July 2020 - present | San Jose, CA

- Designed a 12-page architectural manufacturing website, increasing sales by 130%.
- Synthesized insights from user persona to iterate web pages that address architect needs, increasing presentation leads by 500%.
- Conducted A/B testing of call-to-action efficacy using Google Optimize and Google analytics.

Akitra | UX/UI Designer

Mar 2020 - August 2020 | Sunnyvale, CA

- Developed 8-page website for cybersecurity product launch.
- Reduced interaction cost by decreasing informational questions by 90%, call-to-action clicks by 75%, and time involved in requesting a demo by 15 minutes.
- Used competitor heuristic evaluations to improve SEO and consumer research/courtship phase, increasing traffic by 115%.

GiveShop | UX/UI Designer

Oct 2019 - Present | Sunnyvale, CA

- Wrote content using Google Trends and insights from user tests, increasing mission statement comprehension by 87%.
- Designed and implemented 4 effective surveys to quantify pain points and solution impacts.
- Conducted usability tests to inform design, increasing interest by 20% and reduced donation