

SHRUTHI ANDRU

Product Designer

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PROFESSIONAL EXPERIENCE

User Experience Designer | Roche Diagnostics May 2022 - Nov 2022

- Rebuilt the Order Management portal in Vantage, a laboratory workflow automation software, resulting in a 30% reduction in errors and a 60% increase in user satisfaction through improved information architecture and interaction design.
- Conducted product discovery including user research, heuristic analysis, cognitive walkthroughs, validating designs through usability tests and A/B testing.
- Implemented a dark mode UI on the Advanced feature, redefining brand color schemes to improve user accessibility and developed a visual style guide and storyboard guidelines, streamlining the storyboard creation process by 50%.
- Collaborated with cross functional teams including front-end engineers, visual designers and product managers and facilitated sprints for iteration and feedback.

User Experience Designer | Salesforce | sponsored by IU Oct 2022 - Nov 2022

- Rearchitected the model creation process to enable more novice users to build powerful complex models and data visualizations in Einstein Prediction Builder, Salesforce's model building and prediction platform.
- Reduced the task abandonment rate by 20% for 28k novice users.

Research Assistant | Indiana University Apr 2022 - June 2022

- Conducted 20 one-hour user interviews to study the effects of video filters on young adults and organized their transcriptions for further analysis.
- Restructured data to drive insights and highlighted participant pain points through affinity mapping diagrams.

Design Intern | Mistry Architects Jan 2020 - June 2020

- Managed 4 projects simultaneously from design, execution, and client handoff of large-scale recreational buildings.
- Collaborated with multiple stakeholders like suppliers, contractors, and project managers to integrate client brand value.

RELEVANT PROJECTS

Toolkit Design for Ideation | Graduate Thesis Aug 2022 - Present

- Designed and developed a toolkit that guides designers in the sex tech industry to create accessible and user-centered sex toys.
- Conducted extensive user research, including interviews, and coordinated focus groups for workshops to facilitate co-design sessions with designers to reduce ambiguity and increase awareness in the sex toy domain.

Black Friday E-Commerce | Best Buy Oct 2021 - Nov 2021

- Developed a strategy and designed a feature that helps customers find specific items in-store faster while simultaneously reducing their checkout time.
- Conducted user research to understand customers' needs and pain points during the busy shopping period and used those insights to inform the design of the feature.

SKILLS

Design

Visual Design, Information Visualization, Design Systems, UI Design, Personas, Storyboards, Wireframing, Information Architecture, User flows, Journey Maps, Illustration, Prototyping

Research

User Interviews, UX Research, A/B Testing, Heuristic Evaluation, Competitive Analysis, Affinity Mapping, Cognitive Walkthrough, Surveys, Task Analysis

Tools

Figma, Adobe XD, Miro, Lucid, HTML, CSS, Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, MS Office, Procreate, Keynote, Autodesk: AutoCAD, 3ds Max, Revit, SketchUp

EDUCATION

M.S Human Computer Interaction and Design

Indiana University Bloomington
Aug 2021 - May 2023

Bachelor of Architecture

Malaviya National Institute of Technology
Aug 2016 - May 2021