

SHIVANI JAYAPRAKASH

Product Designer | UI/UX Designer

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EXPERIENCE

Layerpath Inc. | Product & Visual Designer (Santa Clara, CA, USA)

February 2025 – Present

- **Led UX for Path AI**, an AI-powered agent transforming B2B SaaS product demos, and designed and launched the MVP, crafting seamless user flows to simulate the most human-like, interactive demo call experience with AI
- Redesigned demo flows and UI to support business goals such as shortening sales cycles by 25%, increasing demo completion rates by 40%, and streamlining signup and onboarding to under 2 minutes
- Conducted research with enterprise users to identify key friction points, translating insights into product improvements that led to a 30% increase in user satisfaction and improved feature adoption
- Revamped the company's website to enhance top-of-funnel UX, resulting in a 55% increase in qualified leads, a 20% reduction in bounce rate, and improved conversion across high-traffic pages

The Scene NYC | IOS UI/UX Designer (Santa Clara, CA, USA)

September 2024 – December 2024; February 2025 - Present

- Led the end-to-end redesign of the company's website, implementing strategic UX improvements through competitive analysis and heuristic evaluations, resulting in a 22% increase in user engagement and user growth from 12K to 14.7K within two months (thescene-app.com)
- Fully redesigned the iOS app UI, including the AI Chat interface, crafting visually cohesive, intuitive layouts that elevated the brand experience and supported personalized user interaction with App Store guidelines, contributing to a successful product launch
- Enhanced the app's responsiveness and usability by integrating micro-interactions and refining UX patterns, leading to a 40% reduction in task completion time and higher overall user satisfaction

Megaputer | UX Designer & Researcher (Indianapolis, IN, USA)

January 2024 – December 2024

- Led the comprehensive overhaul of a 127-page website, redesigning its information architecture and streamlining the site structure to 64 well-organized pages, drastically improving navigation and user efficiency
- Conducted extensive user research, usability testing, and heuristic evaluations, achieving over 90% success rates in accessibility compliance, contrast testing, eye-tracking studies, and system usability assessments
- Established a scalable design system, ensuring visual consistency, accessibility compliance, and efficient developer handoff, reducing design implementation time by 35%, and SEO optimization and UX copywriting, improving content discoverability

Indiana University | Game UX Researcher & UI Designer (Indianapolis, IN, USA)

January 2023 – December 2024

- Designed and led research on a story-driven navigation game, exploring how pervasive gaming can influence user behavior and decision-making through subconscious learning techniques
- Created a university gaming community and game preservation website, showcasing research, fostering collaboration, and promoting the preservation of digital games
- Served as a Teaching Assistant for over 100+ students, mentoring them on UI/UX best practices, design ethics, and dark patterns in UX, fostering a deep understanding of ethical design principles

EDUCATION

Indiana University – Master's in Human-Computer Interaction(HCI)

December 2024

PROJECTS

Usability Evaluation Framework for EV cars | UX Researcher

January 2023 - March 2023

Developed a user-centered framework for in-car EV interfaces to support predictive maintenance, improving safety and usability through real-time data visualization and feedback mechanisms

IoT predictive maintenance for Apartments | Product Designer

February 2023 - March 2023

Designed a user-focused predictive maintenance dashboard to help property managers address maintenance issues & reduce costs

SKILLS AND SOFTWARE

Tools: Figma, Adobe XD, Framer, Photoshop

UI/UX Design: Design Systems, prototyping, wireframes, micro-interaction, AI systems, Information Architecture (Sitemap), SEO

User Research & Analysis: Competitor analysis, A/B testing, SUS evaluation, Business model canvas, Accessibility - WCAG 2.2 guidelines, Usability Testing