

Shivani Kolala Jayaprakash

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EDUCATION

Master's in Human-Computer Interaction

January 2023 - December 2024

Indiana University- Purdue University Indianapolis

Related Courses: Internet-of-Things Design for Business Innovation, Psychology of HCI, Experience Design for Ubiquitous Computing

Bachelors in Animation, Design, and VFX

June 2019 - June 2022

Jain University

Related Courses: Web development, Graphic Design, Fundamentals of Visual Design, Storytelling, 3D and VFX

EXPERIENCE

The Scene - NYC, New York, USA

September 2024 - December 2024

IOS UI/UX Design Intern

- Redesigned and launched the company website within two weeks, enhancing user experience and streamlining navigation. The redesign drove a 22% increase in user engagement, growing the user base from 12K to 14.7K within a month
- Enhanced screens for the mobile application, incorporating micro-interactions and responsive design to better navigate users and content discoverability, resulting in an 80% increase in user satisfaction and engagement

Megaputer Intelligence Inc, Indiana, USA

January 2024 - December 2024

UI/UX Designer

- Prototyped and redesigned the company website, reducing pages from 127 to 50 to minimize overload while retaining essential information and enhancing task completion time by decreasing the average from 1 minute 18 seconds to 32 seconds.
- Developed a search engine-optimized website that boosted online visibility, securing a top 3 ranking in search results
- Achieved over 90% success rates in all conducted analyses, including eye-tracking studies, contrast testing, accessibility assessments, heuristic evaluations, and System Usability Scale (SUS) testing

Indiana University, Indiana, USA

January 2023 - December 2024

UI/UX Research and Designer - Game

- Conducted research on the effects of pervasive games on promoting positive user behaviors, focusing on the theme of environmental conservation. Designed and developed a multi-layered game addressing various issues, such as ocean cleanup, integrating interactive challenges and educational elements. Created 3D assets, and visuals, and co-authored a research paper based on the findings
- Designed the university website for the Game Preservation Museum by MARLA, ensuring an engaging and user-friendly experience

Crater Club, Bangalore

January 2022 - November 2022

Visual Designer

- Designed over 1500 customized visual components and created compelling 2D and 3D assets for social media, website thumbnails, and promotional marketing ads contributing to a 70% increase in new user engagement
- Led the design for a feature launch that earned 3 media coverages, increasing company visibility
- Constructed an interactive 3D city showcasing seven website categories with unique assets, collaborating with developers to expand into AR/VR and attract a younger audience to the company's educational platform

ADDITIONAL PROJECTS

Collabo XD | Product Designer

October 2023 - December 2023

Engineered an application that extended design thinking principles to new industries, resulting in a 3x increase in revenue while elevating performance and conversion rates

Chess for the Visually Impaired | Product Designer

February 2023 - March 2023

Conducted research to develop tangible solutions for visually impaired chess players, utilizing haptic sensor and sound technology, resulting in a 40% improvement in accessibility and user experience for participants in testing

SKILLS AND SOFTWARE

Design and creative Tools: Figma, Adobe XD, InVision, Framer, Uxpin, Zeplin, Photoshop, Illustrator, Premiere Pro, Balsamiq, Maya, Miro

Design Skills: UI/UX Design, Design Systems, Prototyping, Wireframes, Visual Design, Interaction Design, User Interface Design (UI)

User-Centered Design: User Journey, Storyboarding, Design Thinking, User Personas, Mockups, Components, Auto-layout

Accessibility & Standards: WCAG, Accessibility, Responsive Design, Typography, Micro-interactions

Research Skills: User Research: Desk Research, Competitive Analysis, User Interviews, Surveys, Think-Aloud, Observation

Usability Testing: Heuristic Evaluation, Data Analysis, Report Writing, Content Strategy, Card Sorting, Ergonomics, AI for Design