



Shreya Saraf

Product Designer | San Francisco, USA

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EXPERIENCE

BigSpring, (San Francisco)

Product Experience Designer — September 2023 – Present

- Enhanced product experience by leveraging AI to solve the needs of clients such as Google Cloud, Pfizer, Cisco and more in order to double employee efficiency.
- Built on the design system to introduce consistency across the product, website and collaterals.

BigSpring, (San Francisco)

Product Designer (Contract) — July 2023 – August 2023

- Developed wireframes, prototypes, and mockups to communicate design ideas effectively, reducing development time by 30% and increasing the rate of successful design implementations.
- Iterated on current designs based on user feedback, resulting in a 20% reduction in user complaints and a seamless user experience.

Purpose Project, (San Francisco)

Product Designer — February 2023 – August 2023

- Orchestrated a community outreach strategy in order to significantly increase the number of partners and boost community engagement by at least 20%.

VMLY&R – a WPP subsidiary, (Mumbai)

UX Designer — May 2021 – June 2022

- Designed and implemented digital platforms for a diverse client base including Colgate, Palmolive, Parachute Advanced, Jockey and more.
- Improved the rate of Indira IVF's website traffic by 40% resulting in a 65% increase in lead generation.
- Facilitated 4 collaborative workshops with participation from over 10 senior level stakeholders from client organizations.
- Conceptualized and executed various pitch presentations for major clients, resulting in an 80% success rate.
- Mentored and helped train 2 interns to efficiently involve them in project work within a span of 2 months.

VMLY&R – a WPP subsidiary, (Mumbai)

UX Designer (Contract) — May 2020 – October 2020

- Delivered a comprehensive revamp of the IDFC First Bank website, increasing customer engagement rate by 54%.
- Successfully executed 2 live projects within the span of a 6 month engagement with the company.
- Received recognition from senior management for exceptional performance with a pre-placement offer.

INVOLVEMENTS

Ladies, Wine and Design, (San Francisco)

Chapter Lead — March 2024 – Present

Facilitating creative empowerment and community engagement for women in the design industry.

EDUCATION

California College of the Arts, (San Francisco)

Masters in Human Computer Interaction
CGPA 4.0/4.0
August 2022 – August 2023

NMIMS School of Design, (Mumbai)

Bachelors in Humanizing Technology
CGPA 3.8/4.0
May 2017 – May 2021

SKILLS

Professional skills

Design system development, Information architecture, Prototyping, Strategy, Systems thinking, User research, Usability testing, Visual design, Wireframing

Tools

Adobe Creative Suite, Figma, Fusion 360, p5.js, Sketch, InVision, Microsoft Office Suite

Soft skills

Adaptability, Collaboration, Communication, Empathy, Perseverance, Resilience

RECOGNITIONS

Honorable Mention — June 2023

San Francisco Design Week

For project [Hack a:Tack](#), a board game to encourage responsible online behavior.

Dean's Spotlight — May 2023

California College of the Arts

Featured as the Dean's Spotlight for [Mapping Complexity](#).

Outstanding Startup — April 2023

CCA, CAPL Impact Awards

Won the award for project [Hack a:Tack](#).

Meritorious List Award — May 2021

NMIMS School of Design

Secured second rank out of the entire graduating cohort for academic achievement.