Shivani Kolte
UX Designer, New York

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Dynamic Product Designer with 3 years experience in e-commerce, museums, and non-profits. Skilled in building scalable design systems, I thrive in cross-functional environments, consistently delivering impactful solutions that balance creativity, usability, and business needs.

EXPERIENCE

Product designer, Arqhive *New York | July 2024 - Present*

- Led Beta testing operations and created research plans to validate features with target users, ensuring alignment with audience needs.
- Facilitated 10+ usability testing sessions to optimize portfolio workflows, refine collaboration expectations, and enhance customization options.
- Redesigned the design system for scalability by categorizing components based on user flows and reducing redundancy, improving development efficiency.

UX Design Consultant, DX Centre, Pratt Institute *New York | Aug 2022 - May 2024*

- Conducted moderated usability testing on the TuneIN Affirmations mobile app, identifying navigation challenges that led to a 4% increase in user retention among 200+ active users.
- Enhanced the information architecture for the Girl Scouts of Greater New York website through user research, resulting in a 45% increase in content discoverability and a 65% improvement in user alignment with intended site actions.
- Spearheaded Research Ops teams that balanced user needs with business objectives, building collaborative partnerships with cross-functional teams to promote design best practices.

UX Designer, Edgemere Farms *New York | Aug 2023 - Dec 2023*

- Designed and implemented an end-to-end UX/UI system for the e-commerce website, resulting in a 77% increase in site visibility and a significant boost in engagement.
- Systematized design patterns for a consistent user experience, ensuring ease of use and clarity across various touchpoints.
- A/B tested prototypes to validate UI decisions and incorporated stakeholder feedback, improving content structure and visual design.

UX Designer, The Met Museum *New York | Jan 2023 - May 2023*

- Elevated the browsing experience of the Online Collections by integrating micro-interactions, informed by data-driven insights from Eye-tracking studies, behavioural analytics and heat map analyses which led to enhanced user engagement.
- Optimized filter functionality that increased search effectivity by 17% through strategic collaboration with The Met's cross-functional team of engineers, designers and product managers.

Creative Designer, Please See | Design And Advertising Agency *Mumbai | Aug 2021 - April 2022*

- Designed the digital touchpoints for 3+ e-commerce platforms and 40+ social media creatives for a sustainable hair-care brand.
- Envisioned and executed the brand extension for packaging labels and print collaterals of a significant health food restaurant - backed by a field study and competitive research

EDUCATION

Pratt Institute, School of Information *New York | August 2022 - May 2024*
MS in Human-Computer Interaction (HCI)

MIT ADT University *Pune| June 2016 - May 2020*
B.Des in Graphic Design

AWARDS & INVOLVEMENT

- **Graduate Outstanding Merit Award -** Awarded for overall Academic excellence and involvement by department & faculty
- **Volunteering Experience for ZTCC Nagpur -** Non-profit Organ transplant awareness

Vice President | UXPA at Pratt *New York | Aug 2023 - May 2024*

- Led a team of 7 to execute UX Networking events with Figma and Google, connecting and engaging 80+ Pratt students.

UX Designer | Amazon Music HACKATHON *New York | Feb 2024 - March 2024*

- Innovated Voicelets to enhance emotive expression and foster audio accessibility, utilizing feedback from 100+ listeners.

SKILLS

Design and Research : UX Prototyping, UX/UI Design, Interaction design, Wireframing, Information Architecture, Innovation, User testing, Empathy mapping, Rapid ideation, Storyboarding, UX Writing, Design Thinking, Design Strategy, Heuristic Evaluation, A/B Testing
Tools : Figma, Adobe Suite, Dovetail, TobiiPro Eye-tracking, HTML, CSS, Procreate, Miro, Hotjar, Google Analytics
Interests : Accessibility, AR, Conversational AI, Service Design, UX Design Systems