Shivani Kolte
User Experience Designer, New York

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EXPERIENCE

UX Consultant
Centre for Digital Experiences, Pratt
New York, Aug 2022 - May 2024

- Analysed navigation limitations on the **TuneIN Affirmations** mobile app through moderated usability testing to increase the understandability of the app with 200+ active users resulting in a 7% higher user retention rate.
- Streamlined the information architecture for the **Girl Scouts of Greater New York** website by conducting user research, resulting in a 65% increase in content discoverability and an 80% improvement in user alignment with intended site actions.

UX Designer
Edgemere Farms
New York, Aug 2023 - Dec2023

- Redesigned the website end-to-end - systemising the B2C communication and building a clear content structure to improve visibility by 77% and boost user engagement.
- Built on feedback from 05 participants while user testing prototype.

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 Eye-tracking studies, behavioural analytics and heat map analyses which led to enhanced user engagement and user reviews.
- Optimised filter functionality that increased search effectivity by 17% through strategic collaboration with The Met's cross-functional team of engineers, designers and strategists.

Digital Experience Designer
Please See | Design And Advertising Agency
Mumbai, Aug 2021 - Oct 2021

- Designed the digital touchpoints for the 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

Graphic Designer
DY Works
Mumbai, Jan 2020 - May 2020

- Successfully strategised and assisted in the onboarding for the rebrand of a major airline company, with extensive secondary research and competitor study which helped secure the client.
- Amplified productivity by 40% through the expansion of the design system, which involved crafting a comprehensive brand asset library and creating a diverse set of over 50 categorised icons for a leading athleisure brand.
- Directed the brand rejuvenation of IIM Ranchi, driving a substantial 44% surge in website traffic. Employed ethnographic user research and collaborated closely with stakeholders, including Board members, Project managers, and the Operations team.

Research & Design Intern
Contract Advertising
Mumbai, May 2019 - July 2020

- Achieved a 15% increase in in-store engagement by developing 10+ print advertising campaigns for Yardley and Shoppers Stop, targeting a more exciting shopping experience.
- Influenced brand development initiatives by leading a comprehensive user needs study with 17 participants for an innovative fashion brand aimed at young girls

Graphic Designer
Freelance
May 2019 - June 2021

- **Shunya Design Co.**
  Created illustrations, label packaging graphics and brand manual guideline decks.
- **Studio Motif**
  Led the design department of 3 designers to create wedding invitations, animations and stationery.
- **Independent freelance projects**
  Collaborated with 7+ stakeholders to execute projects within the scope of Identity design, branding, brand extension, social media creatives, collateral print creatives.

EDUCATION

Pratt Institute, School of Information
MS Human-Computer Interaction (STEM)
New York (August 2022 - May 2024)

MIT ADT University
B.Des in Graphic Design
Pune, India - June 2016 - July 2020

SKILLS

Design and Research : UX Prototyping, UX & UI Design Interaction design, Wireframing, Information Architecture, User testing, Eye-tracking, Behavioral Analytics, Empathy mapping, Affinity Diagramming, 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, UX Design Systems, Service Design