Shaivi Ganatra

"From Code to Creativity: Product Designer with 3 years of experience turning complex challenges into user-friendly solutions."

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Fun Fact: I'm a Food Blogger too!

EXPERIENCE

Viveka Health | Product Designer 2
Mar 2024 - Present

- In phase 1, shipped a **0-1** feature with **15+** workflows in two months, replacing cumbersome workarounds and improving efficiency by **40%** for **400,000+** users.
- Continuously conducting user interviews across **3 fund offices** to identify and address critical gaps, enhancing overall system efficiency.
- Co-leading the **creation** and **maintenance** of the **Viveka Design System (VDS)**, building new components and user flows to improve design consistency and streamline development across the platform.
- In phase 2, leading the **0-1** development of a major feature with **35+ user flows**, significantly enhancing the user experience through detailed interaction maps and information architecture.
- Collaborating with the **CEO** and **Product Owners** across multiple geo-locations, contributing to strategic decisions and successful feature delivery.
- Authoring and maintaining **business requirement documents (BRD)** with use cases, ensuring alignment between design and development teams.

LearningClues | Lead Product Designer
Jun 2023 - Mar 2024

- Spearheaded the development of a **0-1** lecture video search engine and automated instructor assistance tool powered by **NLP** and generative **AI**, optimizing educational content access for students.
- Oversaw the **design team**, conducting **design review cycles** with two junior designers to ensure quality and consistency across all deliverables.

May 2022 - Aug 2022

- Established the UX process as a **solo** designer and shipped the second iteration of an education tool, collaborating with **15+ developers** to enhance the UX based on research and user feedback.
- Gained insights through surveys from **150+ users**, focus groups with **10 users**, and **competitor analysis** of **3** market products, along with a heuristic evaluation of version 1.
- Created and implemented mobile and web prototypes, addressing key pain points identified in **20+ usability tests,** improving overall functionality and user experience.
- Delivered high-fidelity mockups that led to **95%** of users intending frequent usage and **85%** feeling confident using the system without assistance after the pilot phase.

Sakai LMS | Full Stack Developer & Designer
Jun 2023 - Mar 2024

EDUCATION

Master of Science in Human-Computer Interaction
2021 - 2023, Ann Arbor, MI
University of Michigan
GPA: 3.953/4

Bachelor of Technology in Computer Science
2018 - 2021, Mumbai, MH
K. J. Somaiya College of Engineering
GPA: 4/4

Diploma of Engineering in Computer Technology
2015 - 2018, Mumbai, MH
Vivekanand Education Society's Polytechnic
GPA: 4/4

SKILLS

Design
Prototyping, Wireframing, Journey Mapping, User Flows, Usability Testing, Information Architecture, Style Guides, Design Strategy, Design Principles, Agile UX Methods, Design Direction.

Research
Competitor Analysis, Contextual Inquiries, Customer Surveys, User Interviews, Heuristic Evaluation, Persona Definition, A/B Testing, Card Sorting, Affinity Diagrams.

Visual
Typography, Composition, Layout, Color Theory, Brand Identity Guidelines, Design Systems, Data Visualization, UI Design, Material Design.

Tools
Adobe Creative Cloud, XD, Photoshop, Illustrator, InVision, Axure, Figma, FigJam, Miro, Sketch, Jira, VSCode, GitHub, Accessibility Validators.

UniRing Robotics | UI/UX Designer
Aug 2023 - Nov 2023
- Revamped UniRing Robotics' website, driving over **5,000** new user interactions and boosting **engagement** by **50%**.
- Enhanced key page designs, increasing average user engagement time to **1m 08s - 1m 27s** and improving overall user satisfaction by **40%**.
- Conducted competitive analysis and usability testing, resulting in a **25% reduction in bounce rates** on critical pages.
- Integrated **multilingual support**, broadening its **accessibility** and reaching a wider audience in non-English speaking regions.
- Optimized website performance, improving **page load speeds** by **25%** and elevating user experience across the platform.
- Interviewed users from two Mid-market enterprises, synthesized usability testing results with stakeholders, implementing iterative design changes that contributed to a **more intuitive and user-friendly** AIoT platform.

First Bank | UI/UX Designer
Oct 2022 - Apr 2023
- Streamlined the resource retrieval process by developing a **Figma component library for icons** and an Excel-based reference sheet. This fastened the process, resulting in a **66.7% reduction** in the number of steps. Additionally, it also improved **time efficiency by 83.3%**, thereby significantly enhancing the developers' workflow and productivity.
- Created **high-fidelity** mockups for **iOS** and **Android** screens in both light and dark modes, with a strong focus on **accessibility** for an older user base. Improved cross-platform consistency by aligning with the **bank's MVP web app**, resulting in higher user satisfaction.
- Contributed to **complex mobile banking app flows**, including Enrollment, Alerts/Notifications, and Card Management, ensuring a seamless user experience across critical functionalities.
- Reduced design implementation time by approximately **30%** through contributions to the Design System by creating new components.
- Designed **custom icons** for actions such as Order Check, Deposit Check, and Stop Check, enhancing **user intuitiveness** and overall design efficiency.

University of Michigan SI | Graduate Student Instructor for SI 664 Database Application Design
Jan 2023 - Apr 2023

University of Michigan SI | Graduate Student Instructor for SI 612 Pervasive Interaction Design
Aug 2022 - Dec 2022

University of Michigan SI | Full Stack Developer & Designer
Oct 2021 - Aug 2022

Colgate-Palmolive | Global Information Technology Intern
Jan 2021 - Jul 2021

Cine Carper Pvt. Ltd. | Full Stack Developer & Designer
Mar 2020 - Oct 2020.

Languages
HTML5, CSS3, JavaScript, Python, SQL, No-SQL, C, Git, PHP, Bootstrap, Django, PostgreSQL, MySQL, React, Node.js, WCAG.

VOLUNTEERING

Empower-at-Home | UX Researcher
May 2022 - Aug 2022
- Performed **market research** on competitors to refine design strategies.
- Prepared the prototyping script, conducted **in-home usability tests**, and evaluated findings for a comparative study of **3 DMHI programs**- Beating the Blues, MoodGym, and Empower@Home with ten homebound older adults.

iMiracleProject | UI/UX Designer Volunteer
May 2022 - Aug 2022
- Redesigned the **non-profit organization's website** to increase user engagement and motivate donations through site metrics, wireframing, prototypes, and usability testing.
- **56%** of participants found the new website inspiring, and **77%** found it clear and understandable.
- Deployed the website on a no-code platform **Squarespace**.

PUBLICATIONS

"VIRA - Virtual Assistant Integrated Business Process Management System for Virtual Assistants" | IJREAM
Apr 2021
- Published in International Journal for Research in Engineering Application & Management (IJREAM)

"The Cloud IoT Paradigm" | IJERT
Mar 2020
- Published in International Journal of Engineering Research & Technology (IJERT)