

CONTACT

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PORTFOLIO

www.shashankseth.in

SKILL SETS

User-Centered Design:
Expert in usability testing, contextual inquiries, and other research methods to improve user experience.

Design & Prototyping:
Builds scalable design systems, creates interactive prototypes (Figma), and has strong visual design skills.

Collaboration & Leadership:
Proven cross-functional collaborator, skilled communicator, and mentor for design teams.

Tools:
Proficient in Figma, Adobe Creative Suite, Sketch, IBM SPSS; familiar with Arduino, HTML, CSS.

EDUCATION

MIT
Institute of Design,
Pune

B.Des in User
Experience Design &
Research
(2016-20)



Product and User Experience Designer

PROFESSIONAL EXPERIENCE

Independent Product & UX Designer Feb 2024 - Present

- Delivered **end-to-end design solutions for early-stage SaaS** and consumer startups, including Earnnest, Ambill, Breezo, etc. enhancing user onboarding experiences and increasing first-session engagement.
- Collaborated **cross-functionally with founders, developers, and stakeholders** to align design strategies with business objectives, ensuring cohesive product visions.
- Established scalable design systems, **reducing design-to-development handoff time by 30%** and maintaining consistency across platforms.

Product Designer, Quizizz Inc. Oct 2022 – Feb 2024

- Led the design of three major projects: Quizizz Paper Mode, Quizizz AI, and Quizizz Avatars, impacting over **75 million users globally**.
- Worked closely with cross-functional teams, including product managers and engineers, to translate complex requirements into intuitive user experiences.
- Enhanced classroom engagement by 40%** through the introduction of gamified features, resulting in **winning the company hackathon**.

Product Designer, GetMega Dec 2021 – Aug 2022

- Designed and launched a comprehensive LMS, Wallet, and KYC system for a real-money gaming platform, **serving over 500,000 users**.
- Developed a **unified design system** for multi-device experiences, streamlining the design process and ensuring visual consistency.
- Improved user retention by 15%** and accelerated KYC approval rates by 25% through optimized user flows and feedback integration.

UX Designer, Toast (now Summer) Aug 2020 – Aug 2021

- Redesigned the restaurant POS system and consumer-facing app, enhancing features like ordering, inventory management, and feedback collection.
- Implemented a neumorphic design system, unifying the user experience across dine-in, delivery, and takeaway services.
- Increased daily order volume by 18%** and **reduced wait-time complaints by 40%** through streamlined ordering processes.

Software Design Intern, NVIDIA Dec 2019 – Jul 2020

- Contributed to the design of data-heavy diagnostic tools for GPU testing workflows, focusing on user interaction and data visualization.
- Conducted heuristic evaluations and prototyping, improving tool usability and reducing error-prone inputs.
- Reduced test cycle time by 10% by enhancing the efficiency of diagnostic tools.

EXTRA-CURRICULAR

Climbed the highest mountain in Africa. Walked my first highline @11,000ft. Completed my 30th deep-sea dive, won my first skateboarding competition, rode 20,000+kms across India & SEA on a motorcycle.