

WORK

Independent Product Designer Interaction & UX Design May 2018 - Present

Designed, improved and delivered products in domains like finance, technology, supply chain, wildlife & tourism, food & delivery, and advertisement.

NVIDIA Software Design Intern Dec 2019 - July 2020

Improving user experience and interaction to make NVIDIA's Control Panel Software easier and improved for Gaming & Enterprise Users

FlytBase Labs User Experience Design Intern May 2019 - July 2019

Designed a scalable solution, FlytWare, a software for drones in warehousing, seamlessly integrated with warehouse management systems.

RESEARCH

Airbnb UX Audit & Redesign Classroom Project

Analysed Airbnb.com to discover the pain points & cognitive load using various research techniques like SHERPA, Nasa TLX, Hick's Law, etc. to redesign the IA.

Contextual Inquiry & Digital solution for Butchers Individual Project

Explored different user centred design methods like contextual inquiry, questionnaire, affinity mapping, and personas to identify challenges and to propose interventions for local butchers.

SKILL SETS

Design Process: Prototyping, Heuristic Evaluation, Contextual Inquiry, Questionnaire Design, Ergonomics Study, Data Analysis & Visualisation, UML Diagrams, Wire-Framing, Interface & Interaction Design

Execution: Figma, Adobe Suite, Sketch, IBM SPSS, MS Office, Android Studio, Software and hardware prototyping basics (Arduino, HTML, CSS)

EDUCATION

MIT Institute of Design, Pune

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

Delhi Public School, Bhopal

High School, CBSE (2016)

PORTFOLIO

www.shashankseth.in

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