

Aishwarya Sheth

UX Designer

www.aishwaryasheth.com
aishwaryasheth@gmail.com
585-766-4044

WORK EXPERIENCE

UX Design Specialist | Board of Certified Safety Professionals May 2018 - Present

As a sole designer working for a web application turned complex workflows into simple intuitive interactions. Closely worked with the COO and collaborated with different departments to better understand the user problems and client needs with a decrease in the application time by 5%.

Spearheaded the design of LMS working collaborating with 2 developers and CEO, conducted user research and created interaction strategies to develop user flow, designed wireframes and prototypes considering the user needs and client goals, leading to the increase in revenue by 2%. Currently involved in iOS app designs.

UX Designer | Indiana University Aug 2017 - May 2019

Lead the design and development of an Android Application and for a Google Sponsored project. With the help of a designer and a researcher, conducted 20 usability tests and successfully publishing a research study in the Assets 2019 conference.

UX Design Consultant | Gravity Drive Aug 2018 - May 2019

Worked alongside the client, researchers and designers to collaboratively create design concepts, wireframes, high fidelity designs and conduct user testing for iOS application to help manage lawn care resources.

Application Developer | Simpler Utilities Pvt Ltd Oct 2016 - April 2017

Implemented and updated software modules under the direction of senior software developer using Android Studios.

Web Developer | Info- Experts Aug 2015 - Sep 2016

Successfully designed an event website according to client the brief, collaborating with UX designers, using HTML, CSS, Bootstrap.

EDUCATION

MS Human-Computer Interaction (HCI) Aug 2017 - May 2019 Indiana University, Indianapolis

BE Information Technology (IT) Aug 2011 - May 2015 University of Pune, Pune

SKILLS

Design

Illustrations
Visual & UI design
Wire-framing
Rapid Interactive Prototyping
Flowchart Sketching
Accessibility

Research Methods

Contextual Inquiry
Competitive Analysis
Affinity Mapping
Heuristic Evaluation
Usability Testing
Persona hypothesis
A/B testing

Programming

HTML, CSS, Java, Android

Tools

Adobe Creative Suite:
Photoshop, Illustrator, After Effects
Invision
Sketch
Balsamiq
Adobe XD
Figma

CERTIFICATION

Designing iOS and Android Apps
LinkedIn, Issued Sep 2019

AWARDS

Indiana University Merit Scholarship