

I'm interested in the why's behind the subconscious decisions of users.

(AIR 8) Masters Of Design, NIFT DELHI

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Hey, I am Shruti and you will generally find me asking questions and other time making sure if I am asking right questions. I believe experience starts with a deep understanding of our users with empathy and that's why 'User Research' is my go-to method for building the products and experiences that our users need.

## EXPERIENCE

### Design Researcher : TASSETS (8 Months Internship)

Hyderabad : Jan, 2023 - Aug, 2023

As a Design researcher, I have conducted **foundational and discovery research** to understand the problem space and user behavior, using **mix method research and user's JTBD**. I conducted **usability study** to gather insights, revamped 40+ screens with 91+ actionable items and improved overall user experience of Asset Tokenization solution.

### UX Designer : GYTWorkz (8 Months Internship)

Gachibowli, Hyderabad : May, 2022 - Dec 2022

Revamped **existing design system**. Refined prototype for broadcast screens, Video calling screens in the appointment scheduling webapp. **Designed dashboard, order management, Coupon addition for a point on sale web app.**

## POSITIONS OF RESPONSIBILITY

### Member Dowry Activist

**Sia Cultural & welfare Society : 2019 - present**

Public Speaking and working on Social Causes for upliftment of Women.

### Head of Design

**Mayukh, Design & Decor department of Banasthali University : 2017 - 2019**

Organised inter-university fest Mayukh as a head of Decor and design team( Recruiting team members ,months long guidance & management to lead team) Presented College in youth festival, Hatrick in winning Best poster design from 2016 2019.

## EXTRA- CURRICULAR ACTIVITIES

Apart from these, I have artistic inclination towards

- Paintings
- Poetry
- Public speaking

Have hosted several large events with several high-profile personalities and also has been featured in multiple media houses for artworks

 [@rangpatri\\_shruti \(Find my gigs here\)](#)

## EDUCATION

### Masters in Design Space( 8.8 cgpa)

NIFT, DELHI (2021 - 23)

### Bachelors in Statistics( 7.6 cgpa)

Banasthali Vidyapeeth, Jaipur (2016 - 19 )

### CBSE: 12th PCM( 85%) | 10th(10 cgpa)

Brilliant Public School, Aligarh (2014 - 16)

## SKILLS

Concept creation  
Prototyping  
Qualitative & Quantitative Research  
Concept Testing  
Card sorting  
Usability Study  
Heuristics evaluation  
Persona Building  
Empathy Map  
Journey Map  
User flows  
Cognitive workload  
Service Blueprint  
Focus groups  
Research methodologies.

## TOOLS AND WORK AREAS

Figma  
Adobe XD  
Miro  
Wire-framing  
Design Research  
Storyboarding