

Shreya Ganesh

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SUMMARY

UI/UX Designer with 3+ years of experience delivering end-to-end design solutions across healthcare, e-commerce, and SaaS domains. Created adaptive, user-friendly interfaces, data-driven dashboards, and scalable design systems that boost engagement and operational efficiency. Applied accessibility standards (WCAG 2.2) to reduce user confusion and drive conversions. Proficient in Figma, Adobe Suite, Power BI, and prototyping tools such as After Effects, Protopie and Jitter. Experienced in AI-powered design tools including Lovable, Bolt and Cursor to accelerate workflows and generate innovative design concepts aligned with product strategy.

SKILLS

DESIGN SKILLS: User Interface Design, Design Systems, Motion Design, Wireframing, Prototyping, Interaction Design, Visual Design, Illustrations, Graphic Design, Web Accessibility (WCAG), Typography, Micro-interactions, Iconography, Responsive Design, User Centred Design (UCD), Branding, Web Design, End-to-End Product Design

RESEARCH SKILLS: User Research, Competitive Analysis, A/B Testing, Usability Testing, User- Interviews & Surveys, Empathy Maps, Information Architecture, Analytics & Metrics, Storyboarding, Quantitative & Qualitative Research, User Persona, Heuristic Evaluation, Ergonomics, Stakeholder Interview, Content Management, Product Strategy

TOOLS: Figma, Adobe XD, InVision, Framer, Balsamiq, Uxpin, Zeplin, Sketch, Wix, Google Analytics, Miro, Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), AI Design Tools (ChatGPT, Midjourney, Lovable, Bolt, Cursor)

EXPERIENCE

UI/UX Designer, Amida Technology Solutions, USA

Jun 2024 – Present

- Designed and implemented responsive user interfaces for two complex, data-intensive healthcare platforms integrated with external APIs and dynamic workflows, reducing front-end QA issues by 30%.
- Delivered heuristic evaluation frameworks for the VA Examination Tool and claims adjudication systems, identifying critical usability gaps and streamlining workflows resulting in a 22% reduction in manual data entry.
- Led cross-functional teams through the end-to-end UX lifecycle from research and ideation through post-launch iteration, improving operational lead time by 20%.
- Designed high-fidelity Figma prototypes for an AI driven automation tool that reduced manual data mapping time by 30%, enhancing scalability and user productivity.
- Conducted 5+ user interviews to uncover navigational challenges, redesigned the information architecture, and delivered 75+ mockups and 10+ interactive prototypes, improving task clarity and reduced user confusion.
- Developed a usability testing strategy and incorporated feedback across multiple iterations, increasing task completion efficiency by 25% and achieving improved accessibility compliance (WCAG 2.2 standards).
- Optimized SwaggerUI and Power BI dashboards in collaboration with developers and product managers to surface critical KPIs, reducing time-to-insight by approximately 20%.

UI/UX Designer, Ungrammy Design Agency, India

Dec 2022 - July 2023

- Developed user-centric design solutions across 6+ projects in finance, e-commerce, and SaaS, creating high-fidelity mockups and 10+ interactive prototypes with micro-animations that improved user engagement metrics by 18%.
- Conducted user interviews, collaborated with stakeholders to gather insights and feedback for design improvements.
- Designed and delivered over 200+ responsive desktop and mobile screens for the 6th Street UAE e-commerce platform, contributing to a scalable design system now serving 1M+ users.
- Collaborated with product managers and engineers to implement research-driven updates, ensuring alignment with user needs and reducing UI-related feedback cycles by 25%.
- Built interactive flows using After Effects and Protopie, simulating transitions and validating usability before development handoff, reducing rework by 30%.
- Led iterative design reviews and usability assessments, optimizing critical e-commerce touchpoints and increasing checkout conversion rate by 21% within three months.

UI/UX Designer, Experion Technologies, India

Jun 2021 – Nov 2022

- Conducted competitor analysis on revenue models, transaction tracking features, and user feedback for a fintech dashboard; translated survey insights into low-fidelity prototypes, guiding UX updates that improved task clarity.
- Collaborated in design sprints with cross-functional teams to ideate and develop crisis control features, creating empathy maps, storyboards, and visual styles using Figma, ensuring alignment with existing application design.
- Designed responsive fintech dashboard layouts, producing wireframes and high-fidelity mockups optimized for traders, analysts, and executives across desktop, tablet, and mobile.
- Created UI assets in Adobe Illustrator and Photoshop, ensuring alignment with brand guidelines and consistency across 40+ dashboard components.
- Led the redesign of the client-facing reporting portal, streamlining 5 core reporting workflows and applying best practices in interaction design, information architecture, and accessibility to deliver interfaces with improved front-end performance.

EDUCATION

Master of Science in Human-Computer Interaction, Indiana University, Indianapolis, USA

Aug 2023 – May 2025

Bachelor of Architecture, University of Mumbai, India

Aug 2016 – May 2021