

# Shreya Ganesh

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## SUMMARY

Product-focused UI/UX Designer with 3+ years of experience delivering enterprise-grade, user-centered, and accessible digital products across healthcare, FinTech, SaaS, and consumer platforms. Highly skilled in end-to-end product design, encompassing user research, information architecture, interaction design, high-fidelity prototyping, and scalable design system development. Proven ability to design data-intensive, HIPAA-compliant, and AI-enabled experiences while leveraging UX analytics, experimentation, and automation to optimize usability and product efficiency. Driven to craft visually refined, insight-led interfaces that align complex business requirements with intuitive, high-impact user experiences.

## SKILLS

**Design & Prototyping:** Figma (Variables, Auto Layout 5.0, Components, Design Tokens), Adobe XD, Sketch, Axure RP, Protopie, Principle, After Effects, Zeplin, InVision, Miro

**User Research & Testing:** User Interviews, Usability Testing, Heuristic Evaluation, Journey Mapping, Persona Development, A/B Testing, Tree Testing, Heatmap Analysis, Cognitive Walkthroughs, Maze Analytics

**Product Design & Strategy:** Design Thinking, User-Centered Design (UCD), Information Architecture, Wireframing & Storyboarding, UX Metrics & Analytics, Conversion Optimization, Agile & Lean UX, Cross-functional Stakeholder Collaboration

**Design Systems & Interaction Design:** Enterprise Design Systems, Atomic Design, Motion & Micro-interactions, Responsive Web & Mobile Design, Accessibility (WCAG 2.1 / 2.2 AA), Inclusive Design, Scalable UI Architecture

**Generative & Automation Tools:** ChatGPT, Galileo AI, Midjourney, Uizard, Figma Automations, AI-driven Prototyping, Workflow Optimization, AI-assisted Research, Lovable, Cursor

**Data Visualization & Domain Expertise:** FHIR-based Dashboards, Data-driven UX, Power BI Integration Mockups, IoT Interface Design, Healthcare UX, HIPAA-compliant Interfaces

**Collaboration & Development Handoff:** Agile/Scrum Workflows, Developer Collaboration, Design-to-Dev Handoff (Zeplin, Figma Inspect), Accessibility Testing (Stark, Axe DevTools), Usability Documentation

**Front End:** HTML, CSS

## EXPERIENCE

### **UI/UX Designer | Amida Technology Solutions | USA**

**Jun 2024 – Present**

- Designed FHIR-based healthcare interoperability dashboards using Figma (Variables, Auto Layout 5.0, Design Tokens) and information architecture, enabling clinicians and operations teams to interpret complex datasets faster and improving task efficiency by 32% through clearer data hierarchy and interaction patterns.
- Led HIPAA-compliant patient and provider portal UX applying User-Centered Design (UCD), role-based access flows, and accessibility standards (WCAG 2.1 AA), reducing user errors in sensitive workflows by 28% and strengthening audit readiness.
- Created AI-assisted clinical analytics experiences using data visualization UX, human-centered AI patterns, and explainable AI interfaces, helping clinical users interpret predictive insights with 35% improvement in insight discoverability.
- Built and scaled an enterprise healthcare design system using Atomic Design, Figma Components, and design tokens, accelerating cross-product UI delivery by 40% and ensuring consistency across multiple SaaS platforms.
- Conducted usability testing, heuristic evaluations, and cognitive walkthroughs on data-intensive healthcare interfaces, identifying high-friction areas and reducing onboarding time for new users by 25%.
- Collaborated within Agile/Scrum workflows using design-to-development handoff (Figma Inspect, Zeplin) and accessibility testing tools (Stark, Axe DevTools), lowering rework cycles by 30% and improving design-to-code accuracy.

### **UI/UX Designer | Ungrammy Design Agency | India**

**Dec 2022 - July 2023**

- Designed gamified EdTech learning experiences using interaction design, motion & micro-interactions, and prototyping in Figma, increasing learner engagement and session duration by 27% across web platforms.
- Led brand website and visual identity redesigns applying design systems, scalable UI architecture, and responsive web design, improving brand consistency and reducing visual defects during development by 35%.
- Crafted mobile-first UX for D2C subscription products using user flow design, conversion optimization, and usability testing, lowering signup drop-offs by 22% through clearer CTAs and simplified onboarding.
- Delivered high-conversion marketing landing pages leveraging UX writing, A/B testing, heatmap analysis, and visual hierarchy, driving 30% improvement in lead conversion rates for campaign-driven traffic.
- Designed MVP and no-code web app UX for early-stage startups using rapid prototyping, modular UI components, and Lean UX, enabling faster validation cycles and reducing time-to-market by 40%.

### **UI/UX Designer | Experion Technologies | India**

**Jun 2021 – Nov 2022**

- Designed end-to-end UX for enterprise HRMS platforms using journey mapping, persona development, information architecture, and high-fidelity Figma prototypes, reducing employee task completion time by 30% across core workflows.
- Redesigned FinTech customer dashboards applying heuristic evaluation, accessibility (WCAG 2.1), and data-driven UX, improving transaction visibility and decreasing customer support queries by 25%.
- Led UX for healthcare appointment and patient portals using user flow optimization, micro-interactions, and usability testing, increasing appointment completion rates and overall user adoption by 28%.
- Designed B2B SaaS admin panels with role-based dashboards using enterprise design systems, reusable components, and scalable UI architecture, reducing design inconsistencies and handoff issues by 35%.
- Optimized e-commerce product discovery and checkout experiences through A/B testing, tree testing, and conversion-focused interaction design, driving a 20% uplift in checkout completion.
- Partnered closely with developers and stakeholders using Agile collaboration, Zeplin handoff, UX documentation, and usability reports, improving sprint delivery alignment and reducing post-release UX issues by 30%.

## EDUCATION

**Master of Science in Human-Computer Interaction | Indiana University | IN, USA**

**Aug 2023 – May 2025**

**Bachelor of Architecture | University of Mumbai | India**

**Aug 2016 – May 2021**