

Shreyans Baid

UX + Product Designer

Email: shreyansbaid1@gmail.com

Portfolio: www.shreyansbaid.com

LinkedIn: [Click here](#)

Phone: +1 551 689 7024

Location: Jersey City, NJ

Professional Skills

- **Adaptable to organizational changes** with experience in rebranding and aligning designs with new company visions
- **User-Centered Design:** Expertise in creating intuitive interfaces for web and mobile.
- **Interaction Design:** Skilled in crafting seamless user interactions.
- **Visual Design:** Proven ability in developing brand-aligned, visually appealing designs.
- **Cross-Functional Collaboration:** Effective partner with Product, Engineering, and Research teams.
- **Creative Problem Solving:** Innovative solutions to complex design challenges.

Professional Tools

- **User Research:** Usability Testing, A/B Testing, Personas, Journey Mapping, Appreciative Inquiry, Ethnography
- **Prototyping:** InVision, Principle, Framer, User Flows, Wireframes, Storyboards Information Architecture and creation of click-through prototypes
- **Strategy:** Functions & Actions tree, Roadmapping, Development Matrix, Landscape analysis, Business Model Canvas, Creating MVP's
- **Design Systems:** Experienced in implementing scalable design systems.

Education

- **MS Strategic Design Management**
Parsons The New School of Design
New York City, U.S.A
*Recipient of Graduate Departmental Honors
- **B.Des. Industrial Design**
Srishti Manipal Institute of Art, Design and Technology
Bengaluru, India

Achievements

Co-author of "Collaborative Caregiving in Multi-Generational Families" (IGI Global, 2024), showcasing expertise in UX design for assistive technology and caregiving solutions. [Click here to see chapter](#)

Professional Experience

Graduate UX/UI Designer | Amazon Device Design

January 2023 - May 2023 (5 Months)

New York City, U.S.A

- Led the design of user-centered interfaces for Amazon's Alexa Together app, expanding its reach to a new audience.
- Conducted user research and created personas and journey maps to inform design decisions.
- Contributed to the design system, reducing inconsistencies and improving overall user experience.
- Produced 90+ wireframes and iterated based on A/B testing feedback.

Senior UX + Product Designer | DMA Yellow Works

August 2019 - June 2022 (2 years 11 Months)

Mumbai, India

- Implemented a patented packaging design strategy across 8 SKUs, resulting in a **12% increase in product sales** and enhanced product appeal.
- Led the design process for multiple web applications, enhancing user engagement and brand alignment.
- Created a comprehensive customer journey map, resulting in a 21.9% increase in domestic market sales.
- Collaborated with cross-functional teams and mentored junior designers.

Web UX Strategist | Adaptive Parenting (Capstone Project)

August 2023-Present (8 Months)

New York City, U.S.A

- Facilitated user interviews and research to identify trends and business opportunities for parents with disabilities.
- Designed accessible user interfaces, bridging functional requirements with intuitive design.
- Discovered untapped opportunities in digital community support services, driving innovation in the project.

Marine Conservation Designer | Reefwatch Non-Profit

Feb 2018 - March 2017 (1 Month)

- Collaborated with marine biologists and engineers to build artificial coral reefs using mineral accretion technology.
- Played a key role in **accelerating coral growth by 7.6 cm** over three months.

Additional Skills

- **Expert in repurposing and innovating existing design systems**
- Strong understanding of web accessibility (WCAG 2.2).
- Experienced in usability testing, A/B testing, and creating personas, user flows, and wireframes.
- Committed to staying updated with design trends and tools.
- Strong in leveraging research and analytics to inform decisions.