



Shreyasi Rudra - UX|UI|Product Designer

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Location: Fairfax, VA | [Portfolio](#)

*Creative and detail-oriented **Senior Product Designer** with nearly two decades of experience applying **Human-Centered Design (HCD)** to create intuitive, scalable digital experiences. Skilled in **UX strategy, high-fidelity UI design, design systems, AI-driven design, and front-end development**, with experience leveraging AI/LLMs, conversational interfaces, and semantic search to solve complex user needs. Proficient in Figma and translating designs into **responsive, accessible front-end experiences** through close collaboration with product and engineering teams. Known for empathic design thinking, visual excellence, and delivering measurable user and business impact.*

Skills

INTERPERSONAL	TECHNOLOGICAL PROFICIENCY
Design Thinking Product Design User Research Usability Testing Interaction Design Information Architecture Accessibility and Inclusive Design	Prototyping Tools: Figma, Adobe XD, Axure RP, Adobe Suite Design AI - Figma AI, Figma Make, VO AI Tools: Figma AI, Gemini, Co-pilot, Midjourney, ChatGPT, VS Code with CoPilot/Codex User Research Tools: FigJam, Optimal Workshop, Miro, Mural, UserZoom, UsabilityHub, Google forms, Qualtrics Collaboration Tools: Teams, Slack, Confluence, Google Chat, Jira Accessibility Tools: ANDI, WAVE Development Tools: HTML5, CSS3, SCSS JavaScript, PHP, Grails, jQuery, twig

Professional Development

[UX Certification](#) by NN/G

UX Management Speciality by NN/G | Interaction Design Speciality NN/G

Trustworthy AI and AI Ethics

AI Powered Design

[Enterprise Design Thinking - Team Essentials for AI](#)

[Enterprise Design Thinking Co-Creator](#)

Active member of GSA CX-CoP Community/ **IDEA21 Act Practitioner**

Regularly attend UX conferences, workshops, and webinars to stay abreast of industry trends and emerging HCD methodologies.

Education

MS in Software Engineering (Stratford University, Virginia)

BS Finance/Commerce (Pune University, India)

Diploma in MASS Communication

Advanced HTML and CSS Certification

Experience

IBM - Jan'24 - Present

Sr. User Experience Designer/ Product Design Strategist

User-Centric Research and Design: Led small to medium-sized design projects from **user research to high-fidelity UI execution**, applying the **Customer Experience Maturity Model** and Human-Centered Design (HCD) principles to align user needs with business objectives. Conducted user research, developed personas, and mapped journeys to inform design strategies, then translated insights into **modern, pixel-perfect interfaces** that improved engagement and retention. Collaborated closely with UX researchers and developers to ensure seamless implementation, while maintaining **brand consistency across SaaS platforms**. Built and maintained **Figma component**

libraries, streamlining delivery by 30%, and produced optimized design assets for web and mobile. Also contributed to **collaborative design culture**, mentoring junior designers and participating in peer reviews to continuously refine design quality

Designed user flows that **incorporated AI-driven recommendations** for personalization and adaptive experiences. Collaborated with data scientists to translate **machine learning outputs into intuitive, user-friendly interfaces**.

Applied **AI for usability testing**, synthesizing large sets of feedback to uncover design insights faster. Created **design systems that scale with AI-assisted pattern recognition** to ensure consistency and efficiency.

Octo, an IBM Company - Mar'22 - Dec'23

Sr. User Experience Designer/ Product Design Strategist

Applied **design thinking methodologies** to lead cross-functional teams in ideation, prototyping, and implementation of user-centric digital solutions. Executed the full design process from **wireframes to high-fidelity prototypes**, incorporating iterative feedback loops, usability testing, and heuristic evaluations to ensure alignment with user needs. Collaborated closely with stakeholders, product managers, and developers to bridge business goals with user expectations, delivering **seamless Figma handoffs and detailed design documentation**. Created scalable **design systems and components** that unified product aesthetics across web, iOS, and Android platforms, while ensuring **brand consistency, accessibility, and inclusive design compliance (508 standards)**. Produced user-centric visual designs that improved satisfaction, increased trust, and enhanced overall engagement across both B2B and B2C applications.

CTAC - Dec'15 - Mar'22

Sr. User Experience Designer

Created **user-centric visual designs** for B2B and B2C applications, ensuring alignment with brand identity, accessibility standards, and inclusive design practices. Established processes for the UX design team to manage multiple short-term projects, while facilitating **design thinking workshops and co-creation exercises** that drove shared vision and stakeholder alignment. Collaborated with front-end developers through detailed **Figma specifications and documentation**, ensuring

seamless handoff and reducing development time. Delivered scalable **design systems** that unified aesthetics across web, iOS, and Android platforms. Partnered with marketing and brand teams to create UI elements that increased customer trust and conversion rates. Leveraged analytics, user testing, and feedback loops to identify problem areas, refine solutions, and improve overall **user satisfaction and transparency** with stakeholders.

VMD Systems Integrators - Feb'13 - Dec'2015

[Sr. User Experience Designer](#)

Designed and executed **customer research initiatives**, including surveys, interviews, and focus groups, to gather actionable insights that informed product decisions. Developed system designs and organized **information architecture**, translating research findings into **prototypes and visual concepts**. Applied hands-on methods such as **Brain-Storming, and Scale Modeling, Round Robin** to test ideas with stakeholders and refine solutions. Collaborated closely with a **multinational team**, ensuring alignment across design, product, and development while delivering **user-centric, intuitive interfaces** that enhanced engagement and satisfaction.

Hobsons - Aug'11 – Dec' 12

[User Experience Designer](#)

Conducted both structured and unstructured interviews with individuals and groups to **contextualize users' journeys** and identify key needs. Designed a product aimed at **supporting the college application process**, organizing field testing to validate design decisions and refine functionality. Collaborated closely with the development team to ensure **design integrity and seamless implementation**, contributing actively to the overall development effort.

World Bank Group - Nov'10 – July'11

[Contractor Web UI Designer](#)

Content Orchestration - Jan'08 – Dec'09

[Contractor Web UI Designer](#)

ISRC Otis - Aug'05 – Dec' 06

[Animator | Graphic | Web Designer](#)