

# Shaivi Ganatra

“From Code to Creativity: Product Designer with **3** years of experience turning complex challenges into user-friendly solutions.”

## EXPERIENCE

### Viveka Health

Product Designer II Mar 2024 – Present

- In phase 1, shipped a **0-1** feature with **15+** workflows in two months, replacing cumbersome workarounds and improving efficiency by **40%** for **400,000+ users**.
- Continuously conducting user interviews across **3 fund offices** to identify and address critical gaps, enhancing overall system efficiency.
- Co-leading the creation and maintenance of the **Viveka Design System (VDS)**, building new components and user flows to improve design consistency and streamline development across the platform.
- In phase 2, leading the **0-1** development of a major feature with **35+ user flows**, significantly enhancing the user experience through detailed interaction maps and information architecture.
- Collaborating with the **CEO** and **Product Owners** across multiple geo-locations, contributing to strategic decisions and successful feature delivery.
- **Authoring** and **maintaining business requirement documents (BRD)** with use cases, ensuring alignment between design and development teams.

### LearningClues

Lead Product Designer Jun 2023 – Mar 2024

- Spearheaded the development of a **0-1** lecture video search engine and automated instructor assistance tool powered by **NLP and generative AI**, optimizing educational content access for students.
- Oversaw the **design team**, conducted **design review cycles** with two junior designers to ensure quality and consistency across all deliverables.

Product Designer May 2022 – Aug 2022

- Established the UX process as a **solo designer** and shipped the second iteration of an education tool, collaborating with **15+ developers** to enhance the UX based on research and user feedback.
- Gained insights through surveys from **150+ users**, focus groups with **10 users**, and **competitor analysis of 3 market products**, along with a heuristic evaluation of version 1.
- Created and implemented mobile and web prototypes, addressing key pain points identified in **20+ usability tests**, improving overall functionality and user experience.
- Delivered high-fidelity mockups that led to **95% of users intending frequent usage** and **85% feeling confident using the system without assistance** after the pilot phase.

[shaiviganatra.com](https://shaiviganatra.com)

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Fun Fact: I'm a [Food Blogger](#) too!

## EDUCATION

Master of Science in  
Human Computer  
Interaction

University of Michigan  
GPA: 3.953/4

Bachelor of Technology in  
Computer Science

K. J. Somaiya College of  
Engineering  
GPA: 4/4

Diploma of Engineering in  
Computer Technology

Vivekanand Education Society's  
Polytechnic  
GPA: 4/4

## SKILLS

### Design

Prototyping, Wireframing, Journey Mapping, User Flows, Usability Testing, Information Architecture, Style Guides, Design Strategy, Design Principles, Agile UX Methods, Design Direction.

### Research

Competitor Analysis, Contextual Inquiries, Customer Surveys, User Interviews, Heuristic Evaluation, Persona Definition, A/B Testing, Card Sorting, Affinity Diagrams.

### Visual

Typography, Composition, Layout, Color Theory, Brand Identity Guidelines, Design Systems, Data Visualization, UI Design, Material Design.

## UniRing Robotics

UI/UX Designer

Aug 2023 – Nov 2023

- Revamped UniRing Robotics' website, driving over **5,000 new user interactions** and **boosting engagement by 50%**.
- Enhanced key page designs, increasing average user engagement time to **1m 08s - 1m 27s** and improving overall **user satisfaction by 40%**.
- Conducted competitive analysis and usability testing, resulting in a **25% reduction in bounce rates** on critical pages.
- Integrated **multilingual support**, broadening its accessibility and reaching a wider audience in non-English speaking regions.
- Optimized website performance, improving **page load speeds by 25%** and elevating user experience across the platform.
- Interviewed users from **2 Mid-market** enterprises, synthesized usability testing results with stakeholders, implementing iterative design changes that contributed to a more **intuitive** and **user-friendly AIoT platform**.

## First Bank

UI/UX Designer

Oct 2022 – Apr 2023

- Streamlined the resource retrieval process by developing a **Figma component library for icons** and an Excel-based reference sheet. This sped up the process, resulting in a **66.7% reduction** in the number of steps. Additionally, it also improved **time efficiency by 83.3%**, thereby significantly enhancing the developers' workflow and productivity.
- Created **high-fidelity mockups** for **iOS** and **Android** screens in both light and dark modes, with a strong focus on **accessibility** for an older user base. Improved cross-platform consistency by aligning with the **bank's MVP web app**, resulting in higher user satisfaction.
- Contributed to **complex mobile banking app flows**, including Enrollment, Alerts/Notifications, and Card Management, ensuring a seamless user experience across critical functionalities.
- Reduced design implementation time by approximately **30%** through contributions to the **Design System** by creating new components.
- Designed **custom icons** for actions such as Order Check, Deposit Check, and Stop Check, enhancing **user intuitiveness** and overall design efficiency.

## University of Michigan

Graduate Student Instructor for [SI 664](#)

Jan 2023 – Apr 2023

Graduate Student Instructor for [SI 612](#)

Aug 2022 – Dec 2022

Full Stack Developer

Oct 2021 – Aug 2022

## Colgate-Palmolive

Global Information Technology Intern

Jan 2021 – Jul 2021

## Cine Carper Pvt. Ltd

Full Stack Developer

Mar 2020 – Oct 2020

## Tools

Adobe Creative Cloud, XD, Photoshop, Illustrator, InVision, Axure, Figma, FigJam, Miro, Sketch, Jira, VSCode, GitHub, Accessibility Validators.

## Languages

HTML5, CSS3, JavaScript, Python, SQL, No-SQL, C, Git, PHP, Bootstrap, Django, PostgreSQL, MySQL, React, Node.js, WCAG.

## **VOLUNTEERING**

### iMiracleProject

UI/UX Designer

May 2022 – Aug 2022

- Redesigned the **non-profit organization's website** to increase user engagement and motivate donations through site metrics, wireframing, prototypes, and usability testing.
- **56%** of participants found the **new website inspiring**, and **77%** found it **clear and understandable**.
- Deployed the website on a no-code platform **Squarespace**.

### Empower-at-Home

UX Researcher

May 2022 – Aug 2022

- Performed **market research** on competitors to refine design strategies.
- Prepared the prototyping script, conducted **in-home usability tests**, and evaluated findings for a comparative study of **3 DMHI programs**- Beating the Blues, MoodGym, and Empower@Home with ten homebound older adults.