

Shaivi Ganatra

Bridging Design + Technology!

shaiviganatra.com
[LinkedIn](#) / [GitHub](#) / [Medium](#)
shaivi@umich.edu / +1 734-604-6967
Fun Fact: I'm a [Food Blogger](#) too!

EXPERIENCE

VivekaHealth | UX Designer

Mar 2023 - Present

- Delivering customer-centric user flows, wireframes, hi-fidelity mockups, and prototypes.
- Applying established design systems, standards, and methodologies for coherence and effectiveness.
- Engaging with stakeholders, developing documentation, and leveraging user testing for continuous improvement.

LearningClues | Lead UI/UX Designer

June 2023 - Mar 2023

- Designing **0-1** lecture video search engine and automated instructor assistance for students powered by NLP and generative AI.

May 2022 - Aug 2022

- As the sole designer, collaborated with the stakeholders, particularly the founder and **15+** developers to improve the UX of their education tool by market research and studying users.
- Created and implemented prototypes, both **mobile** and **web** prototypes, addressing user pain points and feedback gathered from **20+** usability tests.
- Delivered high-fidelity mockups and prototypes resulting in **95%** of users expressing their intention to use the system frequently, and **85%** feeling confident using it without any assistance after the pilot test.

Sakai LMS | Full Stack Developer & Designer

June 2023 - Mar 2023

- Engaged in **coding** and **maintaining** new features by leveraging **LTI** (Learning Tools Interoperability) in Sakai LMS.
- Performing **Quality Assurance (QA)** activities by testing various tools and features of the platform, ensuring robustness and reliability of the platform.
- Reviewing and refining user flows, course structure and content for University courses in C, Python, Django, and Web Applications achieving a significant **increase in learning satisfaction**.

UniRing Robotics | UI/UX Designer

Aug 2023 - Nov 2023

- Led the end-to-end UX design and development for UniRing's **business website** on Webflow, overseeing a redesign that attracted **500+** new users.
- Conducted user interviews, documented insights, and crafted solutions to enhance janitorial staff experiences while also observing and analyzing robot actions for improved design decisions.
- Directed **UI/UX application development** for the robot's AIoT platform, guiding a ground-up redesign that improved user trust by **50%**.

EDUCATION

Master of Science in

Human-Computer Interaction

2021 - 2023, Ann Arbor, MI

University of Michigan

GPA: 3.953/4

Bachelor of Technology in Computer Science

2018 - 2021, Mumbai, MH

K. J. Somaiya College of Engineering

GPA: 4/4

Diploma of Engineering in Computer Technology

2015 - 2018, Mumbai, MH

Vivekanand Education Society's

Polytechnic

GPA: 4/4

SKILLS

Design

Prototyping, Wire-framing, Journey Map, Storyboarding, User Flows, Scenarios, Usability Testing, Information Architecture, Style Guides, Design Strategy, Design Principles, Design Thinking,, Agile UX Methods, Design Direction.

Research

Rapid Ideation, Competitor Analysis, Affinity Diagrams, Contextual Inquiries, Customer Surveys, User Interviews, Heuristic Evaluation, Persona Definition, Diary Studies, User Enactments, Card Sorting, A/B Testing, SUS, SEO.

Visual

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

First Bank | UI/UX Designer

Oct 2022 - Apr 2023

- Created Figma libraries for First Bank web and mobile app icons, reducing design review cycles by **50%** and enhancing team collaboration.
- Improved cross-platform consistency by wire-framing **iOS** and **Android** responsive screens, aligning with the **bank's MVP web app**, resulting in higher user satisfaction.
- Reduced design implementation time by **25%** through contributions to the **Design System** with the creation of new components and tokens.
- Crafted a few icons from scratch to enhance user intuitiveness.

University of Michigan SI | Graduate Student Instructor

Jan 2023 - Apr 2023

- Instructed a graduate level course - SI 664 Database Application Design that focuses on covering theoretical and practical aspects of web applications, including database design, object-relational models, MVC, HTML templating, APIs and SQL.

Aug 2022 - Dec 2022

- Instructed a graduate level course - SI 612 Pervasive Interaction Design that focuses on designing interactive applications for emerging mobile and context-aware technologies by leveraging design, research, IOT and computing skills.

University of Michigan SI | Full Stack Developer & Designer

Oct 2021 - Aug 2022

- Led the development of a **Django-based Star Wars API (SWAPI)**, meticulously formatting Star Wars data and implementing both **front-end** and **back-end** development components.
- Designed and executed complex database queries, ensuring efficient data management.
- Coded and optimized the API for streamlined data retrieval, achieving a **40%** reduction in response time.
- Designed **20+** UI screens and successfully deployed a fully functional Star Wars-themed website.

Colgate-Palmolive | Global Information Technology Intern

Jan 2021 - Jul 2021

- Collaborated on **SAP Sales and Distribution Module** for Filorga project in Europe and Asia and efficiently managed data processes using the LTMC tool, addressing new requirements for templates.
- Successfully tested and loaded **1000+** records for Customer and Vendor data, while developing Excel sheets for automation. Conducted training sessions on the LTMC tool for **3** new colleagues.

Cine Carper Pvt. Ltd. | Full Stack Developer & Designer

Mar 2020 - Oct 2020

- Created **10+** visually captivating and responsive landing pages, resulting in a **50%** increase in user engagement ensuring holistic and efficient solutions.
- Conducted weekly website maintenance and code reviews, reducing downtime by **15%** and enhancing page load speed by **25%**.
- Seamlessly integrated PHP APIs, optimizing data retrieval, and increasing system efficiency by **30%**.

Tools

Adobe Creative Cloud, XD, Photoshop, Illustrator, InVision, InDesign, Balsamiq, Axure, Wix, Figma, FigJam, Qualtrics XM, VSCode, Brackets, Sublime Text, GitHub, Accessibility Validators, Miro, Sketch, Jira, Power BI, Docker, Power Apps, MongoDB, PostgreSQL, Firebase, phpmyadmin, MAMP, XAMPP.

Languages

HTML5, CSS3, JavaScript, Python, Java, RDBMS, SQL, No-SQL, C, C++, Git, MATLAB, R, PHP, Bootstrap, AI, Django, PostgreSQL, MySQL, React, Angular, Node.js, WCAG.

VOLUNTEERING

iMiracleProject | UI/UX Designer Volunteer

May 2022 - Aug 2022

- Redesigned Non Profit Organization's website to engage more users and motivate donations via site metrics, wire-framing, prototypes and usability testing.
- **56%** participants found the new website to be inspiring and **77%** found it clear to understand.
- Deployed the website using a no-code design system on Squarespace.

PUBLICATIONS

"VIRA - Virtual Assistant Integrated Business Process Management System for Virtual Assistants" | IJREAM

Apr 2021

- Published in International Journal for Research in Engineering Application & Management (IJREAM)

"The Cloud IoT Paradigm" | IJERT

Mar 2020

- Published in International Journal of Engineering Research & Technology (IJERT)