

# aditi shukla.

UX Design • User Research • Digital & Business Innovation

[www.aditishukla.com](http://www.aditishukla.com) ↗ • [aditishukla.design@gmail.com](mailto:aditishukla.design@gmail.com) ↗ • [LinkedIn: /in/aashukla/](https://www.linkedin.com/in/aashukla/) ↗

## EXPERIENCE

### Product Design Intern Evangelical Lutheran Church in America

JUNE - OCTOBER 2022

- Led a **12-week** product design sprint for designing an inclusive faith-based community in the Metaverse for **3M+** potential adopters across **8000+** congregations.
- Recruited & interviewed **9** Metaverse users and **4-5** organizational leaders using semi-structured interviews.
- Synthesized user research data using affinity mapping, opportunity-solution tree and delivered personas, user flows, storyboards and presentations.
- Presented sprint findings with future roadmap to the team and cross-functional stakeholders and handed off mid-fidelity prototype built by the team in AltSpaceVR for Phase-I implementation with **30+** users.

### Product Specialist - Fashion Technology TCNS Clothing Company, India

JUNE 2018 - MARCH 2020

- Analyzed customer behaviors & derived research-driven insights for **1000+** apparel products across **400+** stores using user surveys & competitor analysis and designed relevant data visualizations & presentations for stakeholders.
- Led **3** technology integration and process redesign projects in collaboration with design, marketing and factory floor teams, resulting in **60%** increase in daily sampling productivity with cost savings.
- Oversaw design approvals in collaboration with supply chain and production teams for **3000+** apparel products to improve product features, optimize product development costs and reduce rejection rates in accordance with business vision.

## CLIENT PROJECTS

### Eli Lilly Capstone project on educational VR for maternal mental health

FALL 2022 - PRESENT • 4 MEMBERS

- Collaborate with Eli Lilly as project lead for designing a virtual reality educational solution for perinatal mental health disorders affecting **14-20%** of women and **10%** of men.
- Conduct user research with **5+** users & subject matter expert interviews, market research, affinity mapping.
- Currently recruiting participants for participatory design sessions & finalizing design solution sketches to prototype using Unity.

### Endress+Hauser Expanding business avenues for E+H with IoT

SPRING 2022 • 10 WEEKS • 3 MEMBERS

- Formulated an IoT-based business & design innovation solution that helps the client & their customer remotely manage a fleet of **1800+** trailer trucks.
- Conducted research to gain customer & market insights & built user flows, wireframes and low-fidelity prototypes for **3** distinct user personas.
- Delivered a high-fidelity Figma prototype to the client with AI-powered dashboards and real-time **5G**-powered IoT device monitoring.
- Crafted a subscription-based business model for revenue generation and delivered end-to-end business solution in **10** weeks.

## EDUCATION

### MS - Human Computer Interaction

Indiana University

AUGUST 2021 - MAY 2023

GPA: 3.9 / 4.0

### B.Tech - Fashion Technology

NIFT New Delhi, India

JULY 2014 - MAY 2018

## SKILLS

**Design** Design Systems • Illustrations & UI Graphics • User flows • Concept Sketches • Wireframes & Mock ups with Figma & Balsamiq • 3D Design with Maya

**Research** Qualitative & Quantitative Analysis • Heuristic Evaluations • Interviews • Usability study • Task analysis & persona hypothesis

**Tools** Figma • Maya • Unity • Adobe Photoshop • Illustrator • Tableau • Microsoft BI • Excel • Powerpoint • C++ • MySQL • Basic HTML & CSS

**Collaboration** Organizing workshops • Leading Design Sprints • Self starter • Detail oriented • Flexible • Communicative

## AWARDS/ HONORS

**GHC-22 Scholar** Scholarship winner for Grace Hopper Celebration 2022 awarded by Indiana University & [AnitaB.Org](http://AnitaB.Org).

## ACTIVITIES

**Design Thinking Workshops** Evangelical Lutheran Church in America

- Organized in-person **3-day** design sprint workshop with a group of **10** members & leaders from the Young Adults Ministry.
- Demonstrated usage of **7+** research & design tools in crafting deliverables including programme design, website & content design and usability testing using think aloud protocol.
- Facilitated virtual workshops supporting organizational leaders new to human-centered design systems.