

# Sakshi Shirbhate

[sakshis.design@gmail.com](mailto:sakshis.design@gmail.com) | +1 317-677-3354 | [www.linkedin.com/in/sakshishirbhate](https://www.linkedin.com/in/sakshishirbhate) | Portfolio: <https://www.sakshisportfolio.com/>

With 5+ years in customer research, competitor analysis, and stakeholder engagement, I leverage data-driven insights to optimize processes and align solutions with business goals, enhancing user satisfaction and streamlining collaboration.

## EDUCATION

**Indiana University, Indianapolis, IN, USA | Aug 2022 - May 2024**

Master of Science- Human Computer Interaction | GPA: 3.83/4

**St. Vincent Pallotti College of Engineering & Technology, India | Aug 2016 - May 2020**

Bachelor of Engineering- Electronics and Telecommunications | CGPA: 3.21/4

**Design Boat UI/UX Bootcamp | Bengaluru, India | Jun – Nov 2020**

- Mastered Mixed Research Methods and designed UX case study for 'MaidServe', a B2C app for gated communities during COVID-19.
- Led visual design & user research, conducting surveys & usability testing (7+ users) across iOS (HIG), Android (Material Design) & web.
- Presented design review to stakeholders, demonstrating a user-centric approach & teamwork.

**Applied Artificial Intelligence and Machine Learning Bootcamp | Harrisburg, PA, USA | Jun - Jul 2019**

- Hands-on experience in Python, Data Science, ML, Neural Networks & Recommendation Systems. Explored AI-driven UX research through industry visits at Harley-Davidson, Netflix & Walmart, analyzing tech-driven customer behavior & market strategies.

## SKILLS

- **UX Research:** Market & Competitive Analysis, A/B Testing, Field & Ethnographic Studies, Heuristic Reviews, Surveys, Usability Testing, Exploratory/Generative/Evaluative/Qualitative/Quantitative Methods, User Interviews, Data Analysis, Root Cause Analysis, Use Cases & User Stories, User Flow Diagrams & Wireframes, Information Architecture, Agile & Scrum Methodologies, Design Thinking, Concept Design
- **Tools:** Figma, Jira, Tableau, Power BI, Looker Studio, Microsoft Clarity, Qualtrics, Figma, Adobe Creative Suite, Microsoft Office Suite (Word, Excel, PowerPoint, SharePoint)

## EXPERIENCE

**User Experience Designer | IU Environmental Resilience Institute (Education) | Bloomington, IN, USA | Jul 2024- Present**

- Led competitive research across 20+ companies, defining actionable business requirements & aligning website strategy with institutional & user needs.
- Increased task completion by 25% by analyzing Google Analytics & Looker Studio data, identifying optimization opportunities, and refining UX improvements.
- Boosted accessibility & performance by 20% in 3 weeks by optimizing link structures, visual hierarchy, and site architecture, improving usability and engagement.
- Developed & enhanced web pages in IU CMS, ensuring responsive design & seamless functionality, improving performance metrics.

**Environmental Intern | Cummins Inc. (Automotive) | Columbus, IN, USA | May 2023 - Aug 2023**

- Refined key use cases for the Enterprise GHG & Technology Planning Tool by leading 7 VoC sessions, aligning workflow needs with future product requirements.
- Conducted 14+ stakeholder interviews for the Global Environmental Monitoring Dashboard, identifying functional needs to ensure seamless user experiences.
- Facilitated OEM meetings to evaluate system integration solutions, documenting actions that enhanced system performance.
- Enhanced AI model training by analyzing 100+ customer claims, identifying edge cases, and improving claim processing efficiency.
- Prioritized AI integration by evaluating 200+ competencies, identifying key roles for GPT impact, and driving strategic adoption.

**User Experience Researcher | FirstNet (Telecommunication) | Indianapolis, USA | Aug 2023 - Dec 2023**

- Evaluated 5+ wearable devices for firefighters by analyzing incident reports & manuals, documenting functional specs to inform tech solutions.
- Conducted & moderated 3 interviews with firefighters, synthesizing insights into an AI decision-support ethics report for team-wide reference.

**UX Researcher | Transition Discoveries (Education) | Indianapolis, USA | Aug 2023 - May 2024**

- Led Generative AI research, surveying 18 users & 3 professionals, shaping AI strategy for students with disabilities.
- Analyzed 4 competitor platforms, identifying 5+ AI-driven opportunities to enhance special education accessibility.

**Design Director | TEDx IUPUI (Entertainment) | Indianapolis, USA | Oct 2022 - April 2023**

- Led a team of 4 designers to create cohesive branding across logos, digital, and print media, boosting event engagement by 20%.
- Designed promotional assets (social media graphics, stage visuals, merchandise), increasing social media interactions and attendee engagement by 25%.
- Executed data-driven marketing campaigns, increasing event participation by 15% and improving digital platform engagement by 18%.

**Lead UI/UX Designer | Instoried Research Labs Pvt. (SaaS Product) | Bengaluru, India | Apr 2021 - Jun 2022**

- Boosted revenue 1.5x by integrating SEO optimization, user feedback, & customer-centric design into an AI writing platform.
- Improved efficiency by 60% by developing design system documentation, streamlining reusable components & reducing costs.
- Reduced dev iterations by 40% through usability testing & cross-functional collaboration in an agile environment.
- Presented UX strategies to senior leadership & the CTO, ensuring business alignment & customer satisfaction.

**Product Design Intern | Arivu.one (Education) | Bengaluru, India | Jan 2021 – Feb 2021**

- Designed user interface resulting in improved platform usability by developing UI for B2C 'Remote Workforce-Skill Development' platform with Adobe XD.
- Led user research and competitor analysis resulting in prioritized feature set by applying Kano model, empathy mapping, and feature matrix.

**UX Design Intern | thewav (Marketing) | Bengaluru, India | May 2020 – June 2020**

- Conducted competitor analysis resulting in actionable insights for strategic decisions by evaluating digital marketing platforms user needs.
- Collaborated with design team resulting in improved SEO & website performance by ensuring user-centric alignment with business goals.

**UX Design Intern | Adventure Inc. (Automotive) | Pune, India | Sept 2019 – Dec 2019**

- Increased driver engagement by redesigning UI for Taxi Unions and Truck Transporters with a focus on usability and real-time tracking.
- Enhanced app accessibility by conducting heuristic evaluations and A/B testing, improving navigation for 15+ users.
- Boosted app functionality by leading feature redesign based on user feedback, improving user-friendliness.
- Provided actionable insights to stakeholders resulting in improved navigation and accessibility based on user testing.

## VOLUNTEER

- **Volunteer:** Decarbonization Strategy 'promotion (EEEC) on Indiana Earth Day, IN - Cummins Inc.
- **Event Organizer:** Midwest Climate Summit, Indiana University Indianapolis, IN