

PADMASHREE SHREYA V

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SUMMARY

Product Designer and M.S. Candidate in User Experience at Arizona State University. Specialized in research-driven, accessible, and inclusive design across web, mobile, and spatial interfaces. Proven track record of leveraging design systems, rapid prototyping, and empirical user testing to bridge complex technical requirements into high-performing, human-centered products.

TECHNICAL SKILLS

Product & Interaction Design: UI/UX Design, Design Systems, Information Architecture, Wireframing, Rapid Prototyping, Accessibility (WCAG 2.1), Motion Design
Design & Prototyping Tools: Figma, Framer, Adobe Creative Cloud (Illustrator, Photoshop, After Effects), Procreate, Miro
User Research & Evaluation: Qualitative & Quantitative Methods, Usability Testing, Heuristic Evaluation, Contextual Inquiry, Semi-Structured Interviews
Emerging Tech & AI UX: Human-AI Interaction, AI Ethics, Voice UI, Unity, VR/XR (Meta XR SDK), TouchDesigner
Technical Prototyping: HTML/CSS, JavaScript, React, Next.js, Git

EDUCATION

M.S. in User Experience <i>Arizona State University, Tempe, AZ</i>	Expected 2027
B.Tech in Information Technology <i>SRM Institute of Science and Technology, India</i>	2020 – 2024

WORK EXPERIENCE

AI Quality Evaluator <i>Handshake AI (Remote)</i> - Improved AI output quality across clarity, accuracy, and user trust dimensions by systematically evaluating model-generated responses against defined UX quality rubrics. - Translated recurring model behavior patterns into actionable UX recommendations that directly informed improvements to AI-driven interaction flows. - Informed quality improvement cycles by analyzing how users interpret and interact with AI-generated responses across multiple evaluation rounds.	11/2025 – Present
Principled Innovation Intern — UX Designer <i>Learning Engineering Institute, Arizona State University</i> - Led end-to-end UI/UX design for Sparky's Campus Quest, shipping 18 production-ready screens and completing full Figma-to-Unity asset handoffs across 5 sprints. - Achieved 95% level completion in user testing against a ≥75% KPI target by integrating retrieval practice and clear feedback loop principles into the core gameplay. - Protected research data integrity by introducing an explicit confirmation step in the answer submission flow, eliminating accidental submissions. - Ensured colorblind accessibility by layering structural state cues (borders, font weight, layout shifts) directly onto ASU's brand system.	11/2025 – 04/2026
UX Research Assistant <i>Human-Centered AI Lab, IIT Madras</i> - Executed mixed-methods UX research across 18 structured testing cycles with 50+ colorblind users, uncovering 8 critical accessibility gaps in a CNN-based AI assistive system. - Increased real-time color-detection accuracy from 83% to 92% (a 9-point gain) by designing and validating multi-modal feedback loops (visual, auditory, haptic). - Synthesized qualitative and quantitative research into actionable design specs, directly shaping the system's feedback architecture and contributing to an SCI/ESCI-indexed peer-reviewed publication.	01/2024 – 05/2025
Graphic Designer <i>Global Launch, Arizona State University</i> - Built and maintained a reusable design system in Canva, enabling the efficient production of 112+ brand-aligned digital assets across 4 major social channels. - Automated content scheduling and operations workflows using Airtable and Hootsuite to streamline team cross-collaboration.	01/2026 – Present

RELEVANT PROJECTS

Phoenix Theatre Company — Ticket Purchasing Redesign
UX / Product Design Case Study

- Redesigned the end-to-end purchasing experience (show discovery, seat selection, checkout) to address critical user confidence drops identified during usability testing.
- Delivered high-fidelity UI systems and interactive prototypes that resolved 100% of identified confidence gaps in validation testing.

Presence — Mindful-Attention Wearable & App
Product & Interaction Design Concept

- Designed an end-to-end interaction model for a wearable device and companion app, translating biometrics (heart rate) into a calm-tech user experience.
- Developed the complete visual identity, color palette, custom iconography, and UI states to support seamless transitions between distracted and focused states.