SHIVAM SHUKLA

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As a dedicated Human-Computer interactor with over 3 years of experience in user experience design and research, I bring a unique blend of skills to the table. The diversity of background has equipped me with a distinctive perspective on understanding both research methodologies and product requirements. My expertise extends beyond traditional design parameters, incorporating a deep understanding of user research and data analysis.

Education

University of California, Santa Cruz — September 2023 – Present
Masters of Science in Human-Computer Interaction — *Santa Clara, California*

SRM Institute of Science and Technology — May 2016 – June 2020
Bachelor of Technology in Electrical and Electronics Engineering — *Chennai, Tamil Nadu*

Research Skills

- Usability Testing
- Qualitative Research
- Heuristic Analysis
- Competitive Analysis
- A/B Testing
- Market Research
- Persona Development
- Quantitative Analysis

Experience

Interaction Dynamics Lab, UCSC — December 2023 – Present
UX Researcher — *Santa Clara, California*

- Spearheading a comprehensive usability testing project for a simulator interface, executing the experimental design and data analytics processes across 18 participants to enhance the simulator user experience.
- Leveraging UX research methodologies to analyze user interaction, resulting in actionable recommendations that can significantly increase the intuitiveness and efficiency of the simulator's UI/UX design.

PPD Department, UCSC — January 2024 – Present
Teaching Assistant — *Santa Cruz, California*

- Evaluating assignments and providing one-on-one mentoring for 97 students on storytelling, storyboarding, and film analysis projects, enhancing their design and narrative skills.

IIT Ashram — July 2020 – June 2023
UX Designer and Developer — *Vadodara, Gujarat*

- Developed research strategies, including persona creation and user interviews, to inform user-centred design processes.
- Streamlined the design process from concept to execution, accelerating project timelines by 6 months through efficient design frameworks and product management.
- Conducted qualitative and quantitative analyses, identifying product trends, patterns, and user pain points.
- Managed a cross-functional team of sales, customer support and marketing specialists and coordinated with 2 business partners to successfully launch a product service.
- Worked on a promotional campaign, employing display advertising and targeted advertisements, which enhanced user engagement by 43%.

Schneider Electric — May 2018 – June 2018
Transformer Design Intern — *Vadodara, Gujarat*

- Engaged in the design, simulation, and testing of Three-Phase and Single-Phase Transformers, focusing on core and winding design, and utilized Ansys Maxwell to achieve a 1.5% improvement in energy efficiency and performance.

Design & Tools

Tools: Figma, Qualtrics, Invision, Procreate, Miro, Adobe Creative Suite, Python, C/C++, Html/Css/Js, Matlab

Design: Wireframing, Prototyping, Agile, User Flows, Responsive Design, User Journey Map, Storyboarding, Wcag standards, Product design, Survey design, Information architecture

Achievements

- Secured a position within the top 3% of candidates in India in the GATE (Graduate Aptitude Test in Engineering for Electrical Engineering) in 2021.
- Published a Research paper in IJRTE (International Journal of Recent Technology and Engineering) on Power systems and presented at the National Conference of PCES-2019.