

SHREY PANCHAL

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EXPERIENCE

Maxwood Furniture | Charleston, USA

Aug 2024 - Present

UX Designer

- Led UX strategy and design for five e-commerce brands, driving \$10M+ in combined revenue and enhancing user engagement for 30M+ users.
- Established and implemented **data-driven UX processes**, which involved strategic A/B testing, generating \$800K in new revenue.
- **Optimized key user journeys** (e.g., checkout, cart abandonment) by applying **comprehensive journey mapping and drop analysis**, increasing overall conversion rates by 32%.
- Spearheaded the design and implementation of an **AI chat agent**, including its conversation flow and UI, reducing customer support wait times by 12% and boosting conversion rates by 28%.
- Designed and built a **scalable UI component library** in Figma, complete with usage guidelines, streamlining UI consistency and improving product development efficiency.
- Conducted extensive user research, such as usability testing, interviews, and data analysis, to inform product strategy and continuously elevate the user experience.

PTC, Onshape | Boston, USA

Jun 2023 - Aug 2023

Digital UX Designer (Intern)

- Led user-centered redesign for Cloud-based CAD software Onshape, developing **wireframes and high-fidelity** prototypes that boosted user engagement by 17%.
- Conducted comprehensive user research (interviews, data analysis) to identify user pain points and translate them into actionable feature improvements for multiple landing pages.

Become | Chennai, India

Oct 2021 - Jun 2022

UX Designer

- Led end-to-end UX design and development for an innovative startup interview platform, leveraging user research to streamline recruitment processes and increased the recruitment efficiency by 38%.
- Spearheaded user-centered redesign of the careers page, leveraging iterative design and usability testing to enhance candidate experience and increase job applicants by 42%.

Quicko | Ahmedabad, India

Jul 2020 - Jul 2021

UX Designer

- Designed and delivered 5+ user-centric tax filing products, adopted by over 1 million users, significantly streamlining their tax preparation and submission experience.
- **Developed a marketing partner dashboard** to monitor campaign effectiveness and collaborated with the country's top influencers (9.2M+ reach) to achieve a 32% increase in conversion rate.

EDUCATION

Purdue University | West Lafayette, IN

Aug 2022 - May 2024

MS in Computer Graphic Technology | GPA: 4.00

Pandit Deendayal Energy University | Gandhinagar, India

Aug 2017- May 2021

Bachelor of Technology in Computer Science

SKILLS

Design: Information Architecture, User Personas, User Interviews, Competitive Analysis, Surveys, Conversion Rate Optimization, Usability Testing, User flows, A/B Testing, Affinity Diagramming, Prototyping

Coding: Java, C++, SQL, C, HTML, Java Script, Python

Tools: Figma, Adobe Photoshop, Adobe Illustrator, Sketch, Adobe XD, Adobe After Effects, Invision, Monday, Replo, Shopify, Google Analytics, User Testing, A/B Tasty, Maze, VWO