

SHREY PANCHAL

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EXPERIENCE

Maxwood Furniture | Charleston, USA

Aug 2024 - Present

UX Designer

- Drove UX strategy and design across five e-commerce brands, contributing to \$10M+ in combined revenue and a significant increase in user engagement for over 30M users.
- Established a data-driven UX process and A/B testing roadmap after analyzing user data, which generated \$800K in new revenue.
- Revamped critical user journeys (e.g., checkout and cart abandonment) using comprehensive journey mapping and drop analysis, leading to a 32% increase in conversion.
- Designed and launched an AI chat agent to address customer support inefficiencies, reducing wait times by 12% and boosting conversion rates by 28%.
- Designed and established a scalable design system in Figma, complete with usage guidelines, which streamlined UI consistency and improved product development efficiency by 12%.

PTC, Onshape | Boston, USA

Jun 2023 - Aug 2023

Digital UX Designer (Intern)

- Spearheaded a user-centered redesign for Cloud-based CAD software Onshape, developing wireframes and high-fidelity prototypes that boosted user engagement by 17%.
- Led a user-centered redesign of the Custom Features landing page, based on user research to improve user understanding, which led to a 16% increase in signups.
- Conducted comprehensive user research (interviews, data analysis etc.) 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

- Drove the end-to-end UX design and front-end development of a startup interview platform, leveraging user research to streamline recruitment and increase efficiency by 38%.
- Drove the user-centered redesign of the careers page using iterative design and usability testing, which increased job applicants by 42%.

Quicko | Ahmedabad, India

Jul 2020 - Jul 2021

UX Designer

- Designed and launched 5+ tax filing products, adopted by over 1 million users, which streamlined their tax preparation experience.
- Conducted usability testing to identify user pain points and bugs, resulting in a 15% reduction in user-reported issues.

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 Research, Product Strategy, User Interviews, Competitive Analysis, Surveys, Conversion Rate Optimization, Usability Testing, User flows, A/B Testing, Affinity Diagramming, Prototyping, Wireframing, Visual Design

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