

Soha Shewale

Product Designer

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EDUCATION

Master's Human Computer Interaction

Indiana University Bloomington, 2021

Bachelor's E&TC Engineering

Savitribai Phule Pune University, 2017

DESIGN SKILLS

Wireframes, Prototypes, Information Architecture, User Flows, Site Maps, User Journey Maps, Animation, Micro-interactions, Design systems, Interaction Design, Visual Design

RESEARCH SKILLS

User Interviews, Co-Design Workshops, Surveys, Personas, Diary Studies, Competitive Analysis, Contextual Inquiry, Affinity Mapping, Heuristic Evaluation, Storyboarding, Accessibility Audit, A/B Testing, Usability Testing

TECH AND TOOLS

Figma, Sketch, Axure, Adobe Photoshop, Illustrator, XD, InDesign, After Effects, Adobe Analytics, Google Analytics, Invision, Framer, Balsamiq, Principle, Zeplin, Qualtrics, Maze, Validately, Miro, UserZoom, Jira, Confluence, SQL, HTML5, CSS, Javascript

AI TOOLS

Perplexity, Claude, Ulzard, Figma Make

WORK EXPERIENCE

Interaction Designer - Anatta, Inc.

Aug 2023 - Present

- Redesigned the product detail page, implementing A/B tests that led to a 16% increase in order conversions.
- Developed a responsive design system and UI library in Figma based on Tailwind CSS, enabling designers to adapt components to multiple brand style guides and screen sizes, reducing design time by 25%.

Founding Product Designer (Volunteer) - Barasingha Jan 2025 - Mar 2025

- Designed and launched a SaaS platform to prevent data leaks on messaging apps, featuring a real-time dashboard for IT admins to monitor threats, identify risks, and configure data-sharing policies.
- Designed multilingual alert flows that helped prevent 200+ scam attempts.
- Established the design review process, visual language, and foundational design system as the sole designer on the team.

Product Designer - Kforce

Jun 2023 - Aug 2023

- Developed key features for an analytics platform empowering store managers to monitor inventory and operations across 2300+ locations.
- Simplified a complex task fulfillment workflow for store associates. Designed interactive dashboards by collaborating with store managers and associates through workshops to identify operational and reporting challenges.

UX Designer - Victoria's Secret

Jul 2021 - May 2023

- Designed and launched a bra-fitting quiz that helped users find their bra size and boosted average order size by 25% through tailored interactions. Designed new components and micro-interactions.
- Led the checkout flow redesign boosting conversions by 3%. Informed decisions with usability tests, user interviews, and Adobe Analytics, collaborating closely with PM and cross-functional teams.
- Integrated a 3D scanning feature into a mobile app (iOS and Android) for garment sizing. Collaborated with legal team to ensure clear communication of the feature's intent and mitigate the risk of misinterpretation and lawsuits.

UX Designer - Indiana University

Feb 2020 - May 2021

- Led the design of an internal tool that streamlined course advising workflows and improved efficiency for academic advisors supporting 150+ students.
- Conducted accessibility audits using WCAG and ADA guidelines, implementing 20+ design improvements to enhance accessibility and user experience.

UX Designer - Raise Your Impact

Jun 2020 - Aug 2020

- Designed onboarding flow and admin dashboard for a B2B platform to help enterprises track employee engagement and configure donation matching.
- Planned and executed user interviews, workshops and usability tests in Maze. Iterated on designs to reduce error rate by 10%.

UX Designer - Biz Secure Labs & Tribbianis Solns. Aug 2018 - Jun 2019

- Designed a sales tracking module for B2B dealers to analyse sales trends and associate performance. Defined the information architecture, and crafted a visual language using typography and color.
- Transformed designs into working prototypes using HTML, CSS and React JS.