Snehashish De

desnehashish@gmail.com · 930-333-2359 · Portfolio : snehashishde.com · LinkedIn · Open to relocation

Experienced in mixed-methods research, VR products, and accessibility-focused design. Skilled in end-to-end study planning and execution, stakeholder alignment, and translating user insights into data-driven decisions that support product strategy.

WORK EXPERIENCE

Indiana University Bloomington - Research Assistant   **May 2024 - Dec 2025**

Occupant behaviour analysis in extended reality and improvement in interior design

- Facilitated meetings with a team of 4 cross-functional team members, aligning UX research, Data Scientists, Developers and Architecture to deliver an automation solution that reduced manual labour for data collection by 90%
- Created a user tracking system using egocentric video, computer vision, and CNN, improving spatial behaviour analysis accuracy by 28% (Total 97.86% accuracy) for Extended Reality (XR) research
- Collaborated with 3 researchers to recruit and collect XR interaction data from 100+ participants using Qualtrics surveys and with the think-aloud protocol, and analysed qualitative and quantitative research insights to improve user experience and spatial design
- Designed and developed Front-End using Python, HTML, CSS and JavaScript, used for testing with 30+ designers to understand different tools to build creativity among designers, and performed statistical analysis of the comparison from survey data
- Conducted an EEG-based study with 20+ participants to analyse user emotions in a virtual environment to design an evaluation system for virtual layouts and floor plans

Indiana University Bloomington - Teaching Assistant   **Aug 2024 - May 2025**

Graduate Course in Human-Computer Interaction

- Supported 70 graduate students in Interaction Design Methods and Studio Practice by providing structured feedback on research documents and presentations, improving clarity and application of UX Design

INDUSTRY SPONSORED PROJECT

LepalAI Startup - UX Designer   **Oct 2024 - Dec 2024**

Improving AI mental health features for people facing workspace burnout

- Conducted research that led to the design of AI-driven mental health features in Figma through journey mapping, 10 interviews, 30 usability tests, and Figma prototypes, proposing 2 feature developments and design recommendations, which were projected to boost engagement by 20%

Salesforce AI Tools - UX Designer   **Jan 2024 - May 2024**

Building trust with data privacy for Slack AI

- Led design and research activities for creating 3 UX solutions using design systems in Figma for a conversational AI, which improved trust scores by 40%, and handed over designs to stakeholders through presentations and documentation

Microsoft Excel - Product Manager   **Aug 2024 – Dec 2024**

Improving Colorblind Accessibility for Data Visualization in Microsoft Excel

- Designed 3 accessibility designs using **AGILE** development and **sprints,** to create features for colour-blind users in the financial industry in Figma, and to create interpretable visualisations to improve collaboration in the workplace

INDEPENDENT PROJECT

Anieye - Application to Control Anime Addictions   **Jan 2025 - Apr 2025**

- Designed and executed a 14-week mixed-methods research plan to address binge-watching behaviour, integrating qualitative 1:1 interviews, secondary research, and behaviour change frameworks to promote mindful watching and enable shared experiences

EDUCATION

Indiana University Bloomington   **Aug 2023 - May 2025**

Master of Science in Human-Computer Interaction (HCI/d) | CGPA 3.95/4   Bloomington, IN

Mumbai University - Thadomal Shahani Engineering College   **Jul 2019 - May 2023**

Bachelor of Engineering in Information Technology | CGPA 8.64/10   Mumbai, India

SKILLS

Research: Mixed-Methods Research, Usability Testing, Cognitive Walkthroughs, Think-Aloud Protocol, Contextual Inquiry, Heuristic Evaluation, A/B Testing, Affinity Mapping, Personas, User Journey Maps, Card Sorting, EEG, Focus Groups, Qualtrics Surveys

Design: Figma, Information Architecture, Responsive Design, Design Systems, Prototyping, Storyboarding, Wireframing, Accessibility Design, Empathy-driven Design, Interaction Design, Data Visualisation, UX Dashboard Design, Tableau

Coding: Python, HTML and CSS, JavaScript, C#, Unity Engine, Artificial Intelligence (AI), SQL, Database Management

Project Management: Agile, Scrum, Communication, Process Documentation, Presentation, Project Life Cycle Management