# Shreyas Tongaonkar (Product Designer)

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## EDUCATION

### Bachelor of Design, Product Design @Unitedworld Institute of Design  2016 - 2020

**Relevant Coursework -** Systems Design, Interaction Design, Principles Of Design, Business Design, Technically Complex Product Design, Simple Product Design, Advanced Design Process, Design For Social Good.

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## EXPERIENCE

### Product Designer @Avoma  May 2024 - Mar 2025

- In my brief period with Avoma, I have worked on several aspects of the product that were feature/competitive gaps with Avoma's competitors, I have been actively involved in all aspects of the product, including AI scorecards, scheduler reporting dashboard, the Avoma Co-pilot launch, among others.

### Co-founder and Design Lead @Sync Labs  Jan 2020 - May 2024

- Worked with 34 clients in a period of 4.5 years.
- Helped design an MVP product for **Inzpira(client)**, who went on to close USD 350,000 in pre-seed funding to build the product.
- Helped design the brand and product for **Sprih(client)**, who went on to acquire 10+ large sized as users for their products.
- Collaborated with **Turian Labs** as a senior researcher to conduct research and build reports for 4 multi-billion dollar clients.
- Conducted user analysis and built a mobile application for **SoftClay(client)**, that allowed them to launch their product on the Google Play Store.
- Re-designed the platform **HNAK for the Al-Musbah Group(client)**, to help them bridge the gap between their online and offline shopping experiences. Clients saw a jump in their e-commerce site visits after the re-launch of their website (specific numbers cannot be disclosed for confidentiality reasons).

### Co-founder & Business Head @Bloom Designs  August 2019 - June 2020

- I was a **co-founder and research lead** for a startup based in Ahmedabad.
- Designed and built a prototype for a product that helped us get **incubated** as a startup at the **Karnavati Incubation Centre**.
- Based on our MVP product, we were able to secure **2.5L INR in Govt grants**.

### Design Intern @Foley Designs  April 2019 - June 2019

- I was responsible for the design of signages for **JSW Steel** and **Asian Paints**. I put together a document that outlines font sizes and usage guidelines based on distance of viewerships, ideas for the designs of signages based on the brand books, and different types of locking mechanisms for the signages.

## EXTRA-CURRICULARS

### Judge for RapidX, a UIUX Event @MMMCOE  Dec 2023

- I was a judge for the **RapidX design competition** held at Marathwada Mitra Mandal College of Engineering in Pune. I was asked to judge the **UIUX design submissions** for **47 participants** in the 3rd and 4th year of the college, and grade participants on a number of criteria.

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## SKILLS

### Tools

- Figma, Figjam, Miro, Jitter, Trello, Photoshop, Illustrator, Indesign, After Effects, Webflow, Framer, Notion.

### Design

- UI/UX Design, Interaction Design, Product Design, UX Research, Prototyping, Testing Methodologies, Human-Computer, Interaction, Product Thinking, Wireframing, Visual Design, Human Interface Guidelines, Accessibility Design