

# PREETI SHENOY

## PRODUCT DESIGNER

Philadelphia, PA

[linkedin.com/in/pvshenoy](https://www.linkedin.com/in/pvshenoy)

Portfolio:  
[preetivshenoy.com](http://preetivshenoy.com)

[preetivs.dsgns@gmail.com](mailto:preetivs.dsgns@gmail.com)

## EDUCATION AND HONORS

### M.S. Digital Media

Drexel University, Summa Cum Laude  
2020-2025

### B.S. User Experience & Interaction Design

Drexel University, Summa Cum Laude  
2020-2025

## PROJECTS

### Lead UX Researcher

July 2024 - May 2025

#### SUBLETTA

- Led end-to-end UX research to understand trust, risk perception, and decision-making behaviors among students and young adults navigating subletting platforms, using interviews, surveys, and journey mapping
- Validated proposed solutions through usability testing and iterative refinement, ensuring research findings directly informed user flows and experience decisions

### UX Researcher

September 2024 - June 2025

#### MASTER'S THESIS

- Conducted independent research on preventative UX patterns in security-sensitive experiences, examining how interface design influences user behavior, trust, and error prevention

## PROFESSIONAL EXPERIENCE

### Digital Design Co-op

March 2024 - September 2024

#### SEPTA

- Conducted usability testing sessions to evaluate instructional workflows, validating experience decisions through iterative refinement and contributing to a 36% increase in task completion
- Directed 10+ cross-functional projects, managing interns and meeting with stakeholders to translate research insights into data-driven, high-engagement eLearning experiences

### UX Design Co-op

April 2023 - September 2023

#### COMCAST

- Conducted exploratory research and task analysis to understand how employees navigated enterprise search, improving visibility by 60% and reducing navigation depth across high-frequency tasks
- Developed a cross-department survey and automated its analysis with Power BI to collect commuter data required for Comcast's LEED certification compliance

## SKILLS

Design Thinking  
A/B Testing  
Tree Testing

Data Synthesis  
Contextual Inquiries  
UX Interviews

## TOOLS

Figma  
Adobe Creative Suite  
HTML/CSS

Airtable  
Qualtrics  
Nvivo