

# PREETI SHENOY

## PRODUCT DESIGNER

Philadelphia, PA

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Portfolio:  
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## EDUCATION AND HONORS

### M.S. Digital Media

Drexel University, Summa Cum Laude  
2022-2025

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

Drexel University, Summa Cum Laude  
2020-2025

## PROFESSIONAL EXPERIENCE (2 YEARS)

### SEPTA

March 2024 - September 2024

#### Digital Design Co-op

- Advocated for and developed a new design system aligned with SEPTA's rebrand, modernizing the visual language and increasing training completion rates by 36%
- Built a library of 50+ instructional templates, icons, and interactive components reused across department training materials
- Directed 10+ cross-functional projects, managing interns and meeting with stakeholders to translate research insights into data-driven, high-engagement eLearning experiences
- Owned the design and delivery of learning experiences across the full lifecycle, from early concepting to production

### Comcast

April 2023 - September 2023

#### UX Design Co-op

- Redesigned how employees navigated enterprise search, improving visibility by 60% and reducing navigation depth across high-frequency tasks
- Collaborated closely with product owners, engineers, and analytics teams to align business requirements with user needs
- Audited divisional page designs and advised teams across 10+ divisions on layout, structure, and content standards to maintain visual and interaction consistency across ComcastNow

### SEPTA

March 2022 - March 2023

#### Digital Design Co-op

- Designed story-driven UI prototypes, visuals, animations, and videos that clarified complex topics for diverse audiences
- Conducted usability testing and feedback synthesis to refine instructional experiences, validating clarity, comprehension, and progression across learning modules
- Produced and edited instructional audio and video assets, ensuring design standards remain consistent across trainings

## SKILLS

Design Thinking  
A/B Testing  
Human-AI Interaction  
Visual Design  
User Research  
Data Synthesis

## TOOLS

Figma  
Adobe CC  
HTML/CSS  
Jira  
Qualtrics  
Microsoft 365