

PREETI SHENOY

PRODUCT DESIGNER

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Philadelphia, PA

EDUCATION & HONORS

M.S. Digital Media

Drexel University, Summa Cum Laude
September 2022 – June 2025

B.S. User Experience & Interaction Design

Drexel University, Summa Cum Laude, Pennoni Honors
September 2020 – June 2025

PROFESSIONAL EXPERIENCE

Digital Design Intern

SEPTA (Southeastern Pennsylvania Transportation Authority)

Philadelphia, PA

March 2024 – September 2024

- Advocated for and led the adoption of a design system in Figma with **50+** design templates and **100+** UI components using auto-layout and variables to resolve inconsistent learning experiences, improving enterprise training completion rates by **36%**
- Managed design timelines using an agile workflow across multiple projects, coordinating with stakeholders and SMEs to maintain federal compliance and quality standards
- Documented and maintained component behavior, created scalable components, and established governance for designing new components, reducing the course production timeline from a month-long process down to **2 weeks**

UX Design Intern

COMCAST

Philadelphia, PA

April 2023 – September 2023

- Redesigned enterprise search page UI on ComcastNow based on **15+** user interviews and IA tree testing revealing high information density and low engagement, resulting in a **60%** improvement in content visibility
- Collaborated closely with cross-functional product owners, engineers, and analytics teams on UI elements and page design to shape product direction and deliver UX solutions supporting **170,000+** employees
- Audited divisional page designs for page inconsistencies and advised teams across **10+** divisions on layout, structure, and content standards to maintain visual and interaction consistency on ComcastNow

Digital Design Intern

SEPTA (Southeastern Pennsylvania Transportation Authority)

Philadelphia, PA

March 2022 – March 2023

- Designed story-driven UI prototypes across **20+** courses, simplifying complex operational topics for **9,000+** employees
- Identified usability pain points and behavioral patterns through testing with **25+** participants, synthesizing insights to refine instructional interfaces and improve clarity and comprehension across learning modules
- Applied motion design principles to courses to guide attention for complex concepts and improve comprehension

PROJECTS

Lead UX Researcher

SENIOR CAPSTONE

Subletta

September 2024 – June 2025

- Led the research process from discovery to validation, empathizing with users across **30+** surveys, interviews, A/B testing, and journey mapping to ensure research findings directly informed user flows, improving final evaluation scores to a **+20 NPS**

UX Researcher

MASTER'S THESIS

Designing for Trust

September 2024 – June 2025

- Conducted independent research using Qualtrics exploring how interface design shapes users' mental models of safe behavior, analyzing **20+** interviews and task evaluations to validate how preventative UI patterns improve scam identification capabilities

SKILLS

Design Thinking

A/B Testing

UI Design

UX Storytelling

Human-AI Interaction

User Interviews

TOOLS

Figma

Adobe Creative Suite

HTML/CSS

Claude Code

UserZoom

Zeplin