

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 2022 – June 2025

PROFESSIONAL EXPERIENCE

Digital Design Co-op

SEPTA (Southeastern Pennsylvania Transportation Authority)

Philadelphia, PA

March 2024 – September 2024

- Advocated for and led the adoption of a unified design system with **50+** design templates and **100+** UI components to resolve inconsistent learning experiences, increasing LMS consistency and improving enterprise training completion rates by **36%**
- Managed design timelines using a phased design 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 Co-op

COMCAST

Philadelphia, PA

April 2023 – September 2023

- Redesigned enterprise search page UX on ComcastNow based on **15+** user interviews and IA tree testing, improving content visibility by **60%** and reducing navigation depth across high-frequency tasks
- 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 Co-op

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

SUBLETTA

Senior Capstone Project

September 2024 – June 2025

- Led end-to-end UX research to uncover motivations, needs, and decision-making behaviors among students and young adults navigating subletting platforms using a mix of usability testing, interviews, surveys, A/B testing, and journey mapping

UX Researcher

DESIGNING FOR TRUST

Master's Thesis

September 2024 – June 2025

- Conducted independent research exploring how interface design shapes users' mental models of safe behavior, analyzing **20+** interviews and task evaluations to demonstrate 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