

SHRINIDHI TARA VENKATESHAN

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Aspiring UX Designer passionate about accessibility, social impact, and building intuitive digital experiences. I bring hands-on experience collaborating with users with disabilities, conducting user research, and translating insights into actionable product decisions across web, mobile, and VR. With a background in brand strategy, interaction design, and iterative usability testing, I focus on creating solutions that remove friction, align with user needs, and empower diverse audiences, while balancing business goals and technical constraints.

EDUCATION

University of Houston

Aug 2023 - December 2026

B.S. Digital Media | Minor: Technology Leadership & Management | Dean's List | Study Abroad @ University College of London

- Relevant coursework: UX/UI Design & Development, Content Strategy Graphics for Digital Media, UX&AI - Conversation Design, Web Design
 - Research Assistant - Social Media & Inclusive Health lab: produced experimental content for research contributing to accessible health communication strategies for patients with Aphasia.
 - President - UXCoogs:
 - Increased Instagram views by 71K+ in 30 days through content strategy and experimentation.
 - Secured a \$500 student organization scholarship :Led and coordinated a 10-member cross-functional team, organizing 25+ events to improve student engagement.
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WORK EXPERIENCE

Social Media Coordinator, Preston Partners

June 2025 - Present

- Tasked with growing brand visibility and engagement across multiple social platforms for a keynote speaker's upcoming book launch.
- Created 50+ pieces of end-to-end content across Instagram, Facebook, YouTube, and LinkedIn; designed book launch flyers; executed multiple targeted YouTube & Instagram Ad promotions; built targeted email marketing campaigns
- Increased YouTube subscribers by 3K in 3 months, boosted watch time by 79.7 hours above baseline, and generated 227K+ ad impressions in 5 days, driving 1.6K new subscribers on Instagram.

Co-founder & Creative Director, Saje Creatives

June 2025 - February 2026

- Collaborated with small business, Afro Puff Treats, to execute a dynamic African - inspired brand identity system and social media redesign. Captured product photos and coached client to implement design systems and strategy that **doubled** her Instagram following in less than a year.
- Worked with client Hive Solutions to designed high-fidelity prototypes for a computerized maintenance management system (CMMS) desktop app used on oil rigs, building a scalable component system and implementing variable-based elements optimized for developer handoff, streamlining workflows, and accelerating design iteration.

Digital Communications Manager, WUTA Taekwondo

April 2024 - June 2025

- Elevated digital presence through visual storytelling for a local Taekwondo school, producing original photography and videography, utilizing them for social media posts on Instagram and YouTube → achieved 15K+ reach in 30 days.
 - Executed a targeted Meta ad campaign using demographic and interest insights, driving 22K+ impressions and 14K+ reach in 20 days.
 - Designed and launched a user-centered fundraising website on Wix (used across 12 locations) focused on intuitive navigation, sponsor visibility, and donation pathways; reduced friction in the donor journey and exceeded \$10,000 fundraising goal by \$7,000+ for the Texas Children's Hospital.
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PROJECTS

LogMe - A Medicine Tracker

June 2021

- Interviewed a client with hypermobile Ehlers-Danlos syndrome, adrenal insufficiency, ADHD, and other chronic health conditions identifying unmet needs in cortisol tracking and symptom monitoring. Ideated a neurodivergent friendly medication tracker tailored for cortisol monitoring.
- Developed a no-code app in Adalo, translating insights into features such as a dosage progress bar and symptom severity visualization.
- Designed wireframes and interactive flows; conducted usability testing and iterated through multiple design cycles using the design thinking process; delivered a curated platform to help the client navigate her daily life with chronic illnesses with ease.

Keepsake - A Virtual Time Capsule

Jan 2024 - May 2024

- Reimagined the time capsule experience as a digital product, enabling users to preserve and "bury" memories from anywhere; designed a skeuomorphic high-fidelity prototype covering the full user journey (box customization → note creation & adding memories → countdown till opening).
- Collaborated with 6 teammates to conduct generative UX research (user interviews, affinity mapping, journey mapping) to define personas and key user needs. Conducted usability testing (SUS: 70.8) and iterated on wording, information hierarchy, and iconography to improve clarity and overall usability.

Star - A Conversational Portfolio Chatbot

May 2025

- Needed a faster, more intuitive way for recruiters to explore my portfolio without navigating multiple case studies.
 - Designed and built a conversational AI chatbot in *Voiceflow* inspired by my personality using modular intents and AI-powered responses → conducted usability testing and iterative prototyping to refine flows, error handling, and clarity.
 - Through user testing found that they were able to quickly access project summaries, understand my background and skills, and find contact and pricing information through a streamlined and engaging conversational experience.
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SKILLS, CERTIFICATIONS, & AWARDS

- Technical Skills: Usability Testing, Wire-framing, Prototyping, Storyboarding, User Research, Web Design, HTML, CSS, AI Concepts & Applications
- Tools: Figma, Adobe Creative Suite, Unity, Canva, Tableau, Xmpie, Miro, Blender, Voiceflow, Webflow, Jupyter Notebook
- Certifications & Awards: Google Cloud: Introduction to Generative AI, Redfest 2024 - 1st place: UX Mobile App Design for "Keepsake", Redfest 2025 - 1st place: Social Media Marketing for "Honest Cleaning Services", UH Award of Academic Excellence, First-Year Writing Award, UH International Education Fund Scholarship