

Shreya Engle

UX Designer

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- 🔗 Portfolio
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Profile

WHERE EMPATHY MEETS INTERFACE

I'm a UX Designer with a strategic lens shaping experiences that align user needs with system logic and product goals. I bring clarity to complexity through journey mapping, MVP definition, and insight-driven design.

Skills

Strategic Design & Research

- Journey Mapping
- Service Blueprinting
- Experience Audits
- Behavioral Insight Synthesis
- Empathy & Persona Mapping
- MVP Framing
- Opportunity Identification

Systems & Product Thinking

- UX Roadmapping
- Ecosystem Thinking
- Feature Prioritization (MoSCoW, RICE)
- Value Proposition Mapping
- Strategic Alignment with KPIs
- Design Modularity & Scalability

Tools & Frameworks

- **Design:** Figma, FigJam, Adobe XD
- **Collaboration:** Miro, Notion, Google Workspace
- **Research & Ideation:** Affinity Mapping
- **3D & Visualization:** Rhino 3D, KeyShot

Cross-functional & Strategic Collaboration

- Stakeholder Alignment
- Cross-functional Communication
- Strategic Storytelling
- Design Thinking Facilitation
- Rapid Iteration & Feedback Loops

Certificates

Coursera

Google UX Design Professional Certificate

Coursera

Visual Elements of User Interface Design

Coursera

Web Design: Strategy & Information Architecture

Professional Experience

UX Design Intern, Tayog (A startup incubated at IIT Hyderabad)

05/2025 – Present | Hyderabad, India

- Led end-to-end design of Tayog's in-app messaging system from **user flows** and **MoSCoW prioritization** to wireframes and interaction logic.
- Defined and delivered UX for core systems: mentor dashboard, **fallback profile experience**, and **gamified nudging** for onboarding.
- Built scalable, modular layouts for organization settings, messaging, and explore feeds, improving **engagement for incomplete journeys**.
- Collaborated cross-functionally to align design with user behavior, **platform goals**, and **future growth paths**.
- Blended UX strategy and product thinking to translate user needs into **MVP-ready experiences** across mentorship, labs, and events.

Product Designer, PSFS

07/2024 – 11/2024 | Pune, India

- Led brand strategy and identity design, **boosting brand recall by 40%**.
- Designed complete packaging systems, brand logo, and visual assets.
- Assisted in **website and blog design** for a responsive, mobile-first experience.
- **Delivered 20+ marketing creatives** monthly with a team of designers.

Product Design Intern, MHC

01/2023 – 05/2023 | Pune, India

- Contributed to co-living space design project, focusing on **sustainable and modular furniture**.
- Coordinated with internal teams to meet 100% of project deadlines.
- Supported detailed design documentation and client presentations.

Product Design Intern, CIVOM.Pvt.Ltd

06/2022 – 08/2022 | Indore, India

- Researched developmental needs of **100+ preschool children to design targeted learning tools**.
- Co-developed educational kits focused on **enhancing sensory and fine motor skills**.
- Collaborated with R&D for prototyping and testing.

Product Designer, Synergy Sanstha NGO

Harda, India

- Co-designed 10+ **sustainable bamboo products** with 15+ local artisans
- Assisted in design workshops, reaching over 30 community members
- Created production-ready designs using Adobe Suite and Rhinoceros 3D.

Education

Bachelor Of Design (Product Design),

Shri Vaishnav Vidyapeeth Vishwavidyalaya

2019 – 2023 | Indore, India

Higher Secondary School, Macro Vision Academy

2017 – 2019 | Burhanpur, India

Personal Projects

OOTD, AI-Powered Styling

Addressing common problems with effective solutions enhances user experience, streamlines wardrobe management, and simplifies shopping through **AI styling**, smart organization, and personalized assistance.

Anaya, Safety rating for women travelers

Anaya is a mobile-first safety companion app designed for women, LGBTQ+, and marginalized travelers, offering real-time alerts, verified safe spaces, and community insights. Inspired by the **Pink Star Rating** website, Anaya builds on its mission by transforming static safety information into an interactive, empowering travel experience