

# Shreyasi Mandal

Digital Product Designer | AR/VR Specialist |  
Accessibility Specialist and Researcher

Experienced **full-stack Product Designer** specializing in **Cloud Computing, Virtual Technology**, and **immersive educational products** tailored for individuals with learning impairments. Passionate about **projects at the intersection of human connection and technology**, dedicated to solving real-world problems and enhancing people's lives.

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## EXPERIENCES (5 years)

### Tessell, US: Cloud-based computing tech

Founding Product Designer | Jun 2021 - Present | Hybrid, San Ramon, CA

- Developed the brand book and design guide for data management and infrastructure tooling, setting the stage for a compelling product launch in the market.
- Designed and launched complete end-to-end features for cloud-based product experiences on web and tablet platforms.
- Used Hubspot analytics to enhance designs and content, leading to a 42% increase in bounce rate and improved website performance metrics.
- Facilitated to secure second-round funding by developing website and animations.
- Leveraged insights gathered from user needs assessments, client interactions, usability studies, and competitive market research to drive informed design decisions.
- Using LinkedIn analytics Created targeted LinkedIn posts, newsletters, promotional videos, and blogs, resulted in an 80% increase in user engagement, notably on LinkedIn.
- Partnered with the PR team to craft engaging digital marketing content, pitches, and promotional materials and banners for conferences/ networking events like AWS re: invent.

### Craniate, ATLAS, CU Boulder: Immersive educational research lab

Research Assistant | Feb 2022 - Present | On-site, Boulder, CO

- Fabricated culturally responsive STEM kits and comics for marginalized children aged 9-13, integrating pedagogical theory and a neurological framework to promote cultural responsiveness and address inequalities.
- Constructed and launched the Craniate website, resulting in an 80% surge in workshop participation from children, parents and educators.
- Organized 9 hands-on workshops and 2 after-school day camps at elementary schools, public libraries, and CU Science Discovery using our STEM materials.
- Closely monitored 50+ children's progress within their environment to evaluate the effectiveness of culturally sensitive Project-Based Learning on STEM comprehension.
- Collected quantitative stress response data from workshops and conducted qualitative interviews with students and educators to assess the impact of culturally inclusive materials on their sense of belongingness, learning patterns, and stress complexities.
- Performed Thematic Analysis and Classical Test Theory on workshop data using Python's pandas library to identify children's learning barriers, stressors and behavioral patterns in content consumption.
- Developed a children's interactive racing game in UNITY, for Game Festival international event, CU Boulder.

### Solar Decathlon, City of Boulder: US Department of Energy

Marketing Coordinator | May 2022 - May 2023 | On-site, Boulder

- Developed website and logo for net-zero energy home for Ponderosa Community Stabilization Project in partnership with Habitat for Humanity and City of Boulder.
- Generated interest from other companies through strategic marketing efforts and facilitated fundraising exceeding \$200,000 for the project.

### Topia: Fintech company

Product Designer-contract | May 2020 - Feb 2021 | Remote, Longmont

- Created a budget planner and designed mobile and website counterparts while maintaining a uniform design pattern throughout the product.

### Netapp: data infrastructure tech company

UX Researcher | Jul 2017- Sept 2019 | Boston, Bangalore

- As the head of UX Research of 2 NetApp products (SnapCenter and System Manager) conducted thorough product analysis using surveys and moderated usability studies to improve multiple features and streamline workflows.
- Executed **usability studies** with 100+ customers, analyzing task completion patterns, exit rates, drop rates, and mouse clicks to identify pain points and refined the design for optimal usability.
- Aided in developing new System Manager features, facilitating a seamless shift from command-line to intuitive GUI workflow in order to simplify tasks for CIFS admins.
- Collaborated cross-functionally to develop mock-ups and product functionality maps.
- Conducted persona research, refined design validation processes, and developed Customer Journey Maps, and Treejak testing to analyze user behavioral patterns.

### Tata Research Development and Design Centre: software research centre

UX Designer | Jul 2017 - Jan 2017 | On-site, MIT Media Labs and India

- Crafted and executed a cutting-edge web/mobile-based platform focused on **bolstering privacy and transparency**, to foster seamless communication between consumers and enterprises managing their personal sensitive data.
- Utilized eye and mouse tracking techniques using Morae software to identify user's pain points and drive enhancements for improved user experience.

## PROJECTS

### Communication Quest for children with disabilities

Oct 2022 - Dec 2023 | On-site, Boulder, Iowa City

- At Child Serve in Iowa City, addressed usability challenges in Augmentative and Alternative Communication apps for children with speech disorders.
- Utilized a blend of traditional and AI methodologies to create captivating games and a streamlined application, fostering communication skills and mitigating the steep learning curve for both speech therapists and children.
- Performed usability studies involving speech therapists and children at clinics to validate the functionality of the redesigned product.

### VR Brain: Accessible education through virtual reality

Jul 2023 - Dec 2023 | On-site, Thing Lab, CU Boulder

- Utilized Shapes XR and Unity to design and develop an immersive classroom setup, enabling children to explore and learn brain anatomy through interactive experiments in a virtual reality environment.

### Mind Racers game: A physical telepresence game

Jan 2023 - July 2023 | On-site, Boulder

- Developed a dynamic interactive game employing Toio robots and marker trackers for remote therapy sessions.
- Aimed at fostering and strengthening the bond between speech therapists and children with learning disabilities.

### California Exodus: Data visualization project

- Gathered data on California's migration phenomena and utilized Tableau, Flourish tools, and JavaScript to create an interactive data visualization experience.

## EDUCATION AND CERTIFICATIONS

### MS in Creative Technology and Design:

*Specialization in Human Computer Interaction (HCI)*

Aug 2021 - Dec 2023 | University of Colorado, Boulder

### MS in Industrial Design: Product Design

May 2015 - May 2017 | Indian Institute of Technology, Delhi

### Accessibility: For UX Designers (WCAG 2.2): Udemy, May- Jul 2023

### Architecture Diploma in 3D Structures: CADD Centre Training Services

### Complete Web Developer, Zero to Mastery: Zero to Mastery Academy

## SKILLS

**Research:** Contextual Inquiry, Affinity Mapping, Surveys, Competitive Analysis, Card Sorting, Heuristic Evaluation, Journey Mapping, Personas, Usability Testing, Accessibility Testing, A/B Testing, Tree Jak testing, Thematic Analysis, Heat Maps, Eye Tracking

**Design and User testing Tools:** Adobe: (Illustrator, Indesign, Photoshop, After Effects, Premier Pro, XD), Figma, FigJam, Sketch, Balsamiq, Miro, Marvel App, Framer, Webflow, WordPress, Wiz website builder, Zeplin, MS Office, Google Suite, Jira, Confluence, Notion, Lookback, Usertesting, Userlytics, Hotjar behaviour analytical tool, HubSpot Analytics

**Development tools and Data Analysis:** HTML/CSS, JavaScript, Python, ReactJS, Git, Agile Methodology, Tableau, Google Data studio, Google analytics, Flourish data visualization, Qualtrics

**3D Software and Crafting process:** Spline, Blender, AutoCAD, Autodesk, 3Ds Max, SketchUp, UNITY software, 3D printing, Laser cutting

## AWARDS AND LEADERSHIP ROLES

- Marketing assistant, Boulder Startup week | Jan 2024- present

- Volunteer Head, UX STRAT

Led a 10-person team, coordinated event logistics, guided guests, and ensured the success of the 3-day UX STRAT international event in Boulder.

- Workshop coordinator at Museo de las Americas, Denver

Organized an after-school camp for 30+ Latin community children, teaching game coding with "Scratch For Kids and Toio robots".

- Runner-up Solar Decathlon, US Department of Energy

- Netapp Quarterly Award Winner, Netapp Boston