

# Shruti Agrawal

EXPERIENCE DESIGNER

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shrutiagrawal.design

- Junior UX/Visual designer with a human first approach to design, excited to collaborate with diverse teams and passionate about using interaction design to do good

## EXPERIENCE

### UX Designer / Design Lab & Habitual Co. *New York*, NY

APRIL 2016 - PRESENT

- Constructed wireframes and conducted user research to test usability, while working on design teams to brainstorm concepts
- Worked on prototyping low-fi fidelity mockups for 3 major capstone projects in 6 months, while participating in weekly critiques with 6-8 other designers

### Product Design & Management Intern / Sprinklr *New York*, NY

SEPTEMBER 2015 - DECEMBER 2015

- Drafted content management product requirements daily and developed 5 product documentation decks in less than 2 weeks
- Leveraged competitive analysis and feature mapping to make cases for product design strategy and functionality
- Designed one/two sheeters for 3 product teams as part of the client onboarding process

### Graphic Design Intern / Sprinklr *New York*, NY

JUNE - SEPTEMBER 2015

- Updated and revamped internal digital products using polished wireframes
- Designed social media banners and marketing collateral

## EDUCATION

### UX Academy / DesignLab *San Francisco*, CA

OCTOBER 2015 - 2016

### Graphic Design / School of Visual Arts *New York*, NY

JANUARY 2016 - APRIL 2016

### Visual Studies / University of Pennsylvania *Philadelphia*, PA

AUGUST 2012 - MAY 2015

**Major:** BA in Visual Studies & Comparative Literature

## SKILLS

### Tools:

Sketch, Invision, Principle, XD, Photoshop, Illustrator, InDesign, Digital & Analog Photography

### Technical:

User Research, User Interface Design, Interaction Design, Visual Design, Typography, html/css foundations

### Writing & Presentation:

Editing Content and Copy

## AWARDS

### Sprinklr Internship Project

#### First Place out of 16 teams

Created working internal microsite, Sprinklr Dictionary, helping employees in different teams communicate internally

Drafted a two sheet version of the dictionary to aid the employee onboarding process

## LANGUAGES

**Fluent:** English, Hindi, Spanish

**Familiar:** Italian, German, Farsi