Aaditya Shete

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Education

University of Maryland, College of Information Studies   College Park, MD
Masters of Science in Human-Computer Interaction (HCIM)   May 2024

University of Mumbai, Ramrao Adik Institute of Technology   Navi Mumbai, India
Bachelor of Engineering in Computer Science   Jul 2018

Skills

<u>Research Skills:</u> User Interviews, Contextual Inquiries, Surveys, Card Sorting, A/B testing, Usability testing, Persona Creation
<u>Design Skills:</u> Interface Design, Design Systems, Storyboarding, Information Architecture, Wireframing, Prototyping, Visual Design, Interaction Design, User-centred Design, Inclusive and accessible design (WCAG), Screen Readers
<u>Design Tools:</u> Figma, Sketch, Adobe XD, Photoshop, Illustrator, Webflow, usertesting.com, userzoom.com, Framer, Origami, Invision Studio
<u>Development Skills:</u> Javascript (React, Express, Node,Vue.js), SQL, Python, C, Matlab, Java ,MySQL, Postgres, HTML, CSS (scss,saas,tailwind, Styled-Components), Power BI, Android Studio, Flutter, React Native, Typescript, Git

Experience

Chain Reactive LLC   Mumbai, India
Lead UX Designer & frontend Web Developer   Jul 2021- Jul 2022
- Orchestrated the product design vision and helped set the product direction and goals
- Led the overall product design for a food ordering website (siamlewisburg.com)
- Worked with multiple stakeholders and conducted participatory design sessions
- After user approval, implemented the website using React with tailwind CSS
- Implemented user authentication system using Azure AD and payments using stripe
- Increased restaurant ordering revenue by approximately **60%** after the website revamp

Ingram Micro India SSC   Mumbai, India
UX specialist and Software Engineer   Jun 2018- Jun 2021
- Designed and implemented web interface for IM360 tool used by global business teams to perform sales
- Increased customer satisfaction and adoption rate by **83%** across the APAC region by conducting usability tests frequently during development and by conducting user training sessions
- Conceptualised, co-designed and implemented an application called Hive to ease the post-covid return to work process

Accenture   Mumbai, India
UX Design Intern   Jul 2017- Aug 2017
- Aided in the design of the SBI (State Bank Of India) Buddy android application for Shopkeeper
- Optimised complex and large SQL queries and batch operations to process transactions, data and task queues

Freelance   Mumbai, India
UX Designer & full-stack Web Developer   Aug 2018- Aug 2022
- Empathizing with individuals and small businesses needs and designing products to solve their problems
- Worked with a wide variety of creative portfolios and websites for small businesses in the retail space