



Saloni Shetye
Industrial Design Centre
Indian Institute of Technology Bombay

19U130005
B.Des.
Gender: Female
DOB: 06-09-2001

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2023	9.09

Work Experience

Research Paper for India HCI 2021 Research Assistant

Internship | Guided by Prof. Anirudha Joshi, IDC IIT Bombay | May-Jul 2021

- Co-authored a **research paper** on data visualisation techniques for writing with **predictive text**, submitted to India HCI 2021
- Conducted user studies, gathered and **analysed** data to research the effects of bias in predictive text systems on users' writing processes
- Developed a **codebook** for interpreting the findings from qualitative data

Insight, IIT Bombay Design Manager

Position of Responsibility | Apr 2021-Present

- Head of Design** at Insight, the Institute Student Media Body
- Leading and training a team of 6 design conveners responsible for ideation and execution of designing the **digital experience** of Insight's newsletters and articles, circulated to **10,000** students, **650** faculty members and **4,00,000** online viewers

Child Rights and You NGO (CRY) Visual Communication Designer

Internship | Guided by Sohini Bhattacharjee, Communication Manager, CRY North | Jan-Feb 2021

- Designed** CRY NGO's 2021 lead annual **tax mailers** which were highly appreciated within the organisation and sent out to an extensive individual donor base
- Created compelling original digital **illustrations** for multiple tax mailer designs

Mood Indigo, IIT Bombay Design and Competitions Coordinator

Position of Responsibility | May-Dec 2020

- Created high-quality **graphic** and **video content** for Mood Indigo, Asia's largest college cultural festival with an audience of over **1,00,000**
- Designed the official appreciation **memento**, personalised for over 100 distinguished artists invited as judges for over 40 competitions conducted in Mood Indigo
- Reconceptualised** multiple design and fine arts competitions, virtually for the first time ever. Responsible for **execution** of events with participation of **3,200** pan-India

Key Projects

Vayam App UI/UX Design

Group Academic Project | Guided by Prof. Anirudha Joshi | Aug-Sept 2021

- Conceptualised** and designed a platform for personalised virtual **fitness** services
- Performed user research, **analysed** and **interpreted** data, derived insights, created personas, identified design opportunities and prototyped screens for the application

Passport Seva App Redesign UI/UX Redesign

Academic Project | Guided by Prof. Swati Pal | Sept 2021

- Conducted **cognitive** walkthrough **evaluation** with users on the Passport Seva app to identify problems and areas of **design intervention** in the government app
- Redesigned the app using principles of **cognitive ergonomics** based on the insights from primary and secondary user research

Microbiological Identification Data Visualisation

Academic Project | Guided by Prof. Venkatesh Rajamanickam | Jul-Aug 2021

- Analysed** an existing data visualisation by Eleanor Lutz about Bacterial Identification
- Redesigned** it as an improved **static** visual, as well as an **interactive** visualisation

Sorted App UI Design

Academic Project | Guided by Prof. Jayesh Pillai | Apr 2021

- Designed an app for **design students** to **organise** their schedule, work and ideas

Portfolio

<https://salonishetye.github.io>

Achievements

Department Rank 1 in the B.Des '23 batch with consistent academic performance [2021]

Institute Academic Prize winner for exceptional academic performance in the year 2019-20 [2020]

All India Rank 7 in UCEED out of 12,414 applicants [2019]

Maharashtra State **Board Topper** in SSC with **100%** score in 10th standard board exams [2017]

Skills

Core

Ideation, User Flows, User Research, Contextual Inquiry, Usability Testing, Interface Design, Wireframing, Prototyping, Typesetting, Illustration

Tools

Figma, Adobe XD, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe After Effects

Soft Skills

Problem Solving, Leadership, Project Management, Teamwork, Public Speaking, Approachability, Empathy

Extra Curriculars

Photography Mentor

Active member of the Institute Photography Club, mentoring teams of freshmen during photography competitions and group events

Event Anchoring

Emceed multiple events **solo** on stage, with audiences of over 2,000 each—including Mood Indigo 2019 Concert Afternights and Flagship Event of the Institute Dance Club

NASA Space Camp

Successfully completed week-long intensive training at **NASA Space Camp**—Advanced Space Academy in 2016 at Huntsville, Alabama, USA