

SRUSHTI NAIK

naik.srushti@gmail.com

<https://snaik26.github.io>

EXPERIENCE

MEDIA: GRAPHIC DESIGN CO-COORDINATOR

SPACES, UCSD | 2022-2023

- Designed and developed 20+ multimedia graphics and marketing strategies to promote events oriented towards increasing access to higher education, retaining educationally disadvantaged students through financial, social, and academic services, and fostering community.
- Communicated heavily with program coordinators to create artistic publications that matched their interests while maintaining design principles and advertising needs by sending questionnaires, arranging meetings, and arranging for feedback on drafts.

RESEARCH ASSISTANT

Chiba Lab, UCSD | 2021-2022

- Investigated empathetic preferences by utilizing a novel experimental paradigm that assess prosocial decision making in rats.
- Completed meticulous tasks for lab rats up to three times a week including handling, feeding, weighing, cleaning cages, and collecting data after completing animal training certification.
- Awarded the UC Scholars Program research scholarship to design and conduct an experiment; 1 out of 8 total recipients.
- Wrote a research paper that was used in PhD student's dissertation and presented my findings at the Summer Research Conference.

PROJECTS

PRODUCT DESIGNER

In Tune With Nature | Spring '24

- Designed a website for a non-profit that organizes events aimed at reconnecting with nature.

LEAD DESIGNER

SHIFT | Winter '24

- Designed a mobile application for a start-up that integrates two separate user interfaces for finding a housemate and responsibilities attached to living with housemates.

PROJECT MANAGER

Che Cafe | Winter '23

- Redesigned client's website for mobile and desktop platforms.

UI/UX DESIGNER

Swap&Shop | Spring '22

- Created a mobile application to encourage sustainable clothing consumption habits.

EDUCATION

UC San Diego

- Bachelor of Science in Cognitive Science with a Specialization in Design and Interaction, Business Minor
- 4.000 Major GPA
- Awarded Provost Honors and Cum Laude Latin Honors

SKILLS

- Experience Design
- Interaction Design
- Visual Design
- User Research
- Personas
- Storyboarding
- Wireframing
- Prototyping
- Usability Testing
- A/B Testing
- Information Hierarchy
- Style Guides
- Branding
- Typography

TOOLS

- Figma
- Adobe Creative Cloud
- Canva
- Procreate
- Miro
- Zeplin
- SurveyMonkey
- Qualtrics
- Google Analytics
- Microsoft Office

LANGUAGES

- HTML/CSS
- Bootstrap
- JavaScript
- Python
- Java