Sneha Subramanian

Design Strategist & Researcher

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EXPERIENCE

Design Fellow
Siebel Center for Design | Aug 2020 - Present
- Applying human-centered design to user experience projects in higher education
- Redesigning the information architecture and user experience of the center's website
- Analyzing data from 15+ user interviews and creating various design deliverables to share insights

Design Strategy Intern
Siebel Center for Design | Jan 2020 - May 2020
- Facilitated synthesis sessions with 8+ students to show them the benefits of human-centered design
- Synthesized findings from user research to strategize 5 potential solution spaces
- Conducted interviews with 10+ users to uncover pain points and advocated for their needs

Chief Storyteller Intern
Design for America National | May 2019 - Aug 2019
- Utilized usability testing and lo-fi prototyping to create a better digital experience for 100+ users
- Integrated findings from usability testing to recreate the interface which resulted in 100% of users expressing increased ease of use
- Developed relationships with 3 community non-profits in order to understand and convey their mission to 100+ conference attendees

Design Researcher
Design for America at UIUC | Sep 2018 - Dec 2019
- Created and presented design deliverables to 15+ executives and had ideas chosen for implementation
- Analyzed survey data to test if prototypes yielded desired outcomes
- Taught 35+ students how to apply human-centered design at weekly studio meetings

Secondary Trainer
Illini Service Dogs | Sep 2017 - May 2020
- Coordinated training sessions with team members to successfully train mobility service dogs
- Advocated for individual with disabilities and educated public about laws regarding accessibility
- Taught 4 service dogs skills such as turning off lights, tugging open doors, and picking up dropped items

EDUCATION

UIUC
May 2020

B.S. Cognitive Psychology

B.A. Economics

DESIGN SKILLS
HTML/CSS
Wireframing
Adobe XD
Figma
Service Design
User Experience Design
Canva

RESEARCH SKILLS

Usability Testing
User Interviews
Persona Developement
Journey Maps
Storytelling
R Studio

PROJECTS

Women in Engineering:
Ideated ways to make the engineering culture more accepting of women and gender minorities

Accessibility:
Conducted user research to improve accessibility in businesses, both online and in-person

INTERESTS
Social Impact
Healthcare
Accessibility
Design Justice
Sustainability
Advocacy
Environmental Justice