

# TAMANNA SHIROL

## UX / Product Designer

[tamannashirol.design](http://tamannashirol.design)

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### EXPERIENCE

#### Industrial Design Intern

School of Design @SFSU

Nov 25 - Present

- Designed and fabricated custom wooden pedestals and exhibition frames for the 2026 Graduation Show by prototyping construction methods and precision finishing, resulting in durable, high-quality structures that elevated the exhibition experience
- Conducted surveys and interviews with 20 students to determine a meaningful interactive experience, resulting in a T-shirt design competition whose winning design will be produced and gifted to graduates as a keepsake

#### Marketing Manager

Campus Recreation Department @SFSU

June 25 - Present

- Supervised a 13-person creative team and collaborated with 5 Campus Recreation programs streamlining workflows and elevating design quality to drive higher student engagement across campus
- Designed marketing campaigns and website content updates, applying information architecture while maintaining SFSU's visual best practices and developed a Gator Sticker campaign for 15 departments

#### UX Design Apprentice

BRIDGEGOOD

June 25 – Aug 25

- Led a UX design sprint for Onvero, a mobile app that helps undocumented individuals access verified legal resources
- Conducted 12 stakeholder interviews and user research with undocumented individuals to identify key pain points and define core workflows. These insights enabled collaboration with 6 Bay Area organizations
- Executed the full UX process, from recruiting 7 participants and user research to interaction design, iteratively refining designs into high-fidelity prototypes with research-driven outcomes aligned with BRIDGEGOOD's mission, validated through usability testing with undocumented users
- Boosted BRIDGEGOOD's digital presence by producing trend-driven video content and designed 14 custom Instagram stickers and public GIFs on Procreate to Giphy, increasing views by 55K and interactions by 3.8K

#### Graphic Designer

Division of Graduate Studies and Career Development @SFSU

Dec 24 – June 25

- Designed and iterated 10+ visually engaging assets weekly (brochures, posters, stickers, logos, t-shirts, digital graphics), applying user insights to create the viral "Gator Sticker," which reached 450+ students therefore an increase in visibility and student engagement
- Delivered clear, accessible materials (program brochures, workshop decks, resume/cover letter guides) to support students in understanding career readiness tools and graduate application processes

#### Design Research Intern

Division of Graduate Studies and Career Development @SFSU

Aug 24 – Dec 24

- Improved archive accessibility by organizing disordered research materials using information architecture and classification systems, resulting in a clear pathway for collaborative research projects as well as designing promotional graphics and information design for the re-opening and the archive blog
- Co-led research on DEI and inclusive design for a Brazilian conference, including assisting in editing the Design for All Institute of India publication Vol-20 No-1

### LEADERSHIP

#### President

Industrial Designers Society of America Student Chapter at SFSU

Aug 25 – Aug 26

- Executed 21-chapter events, including securing funding while managing budgets and moderating monthly meetings
- Successfully started a mentorship program for Industrial Design Students
- Reinstated the IDSA student chapter at San Francisco State University in 2023

### EDUCATION

San Francisco State University

B.S. in Industrial Design

Minors in Visual Communication Design & Marketing

GPA: 3.90 (Dean's List)

### CERTIFICATIONS

Google UX Design

Coursera – May 25

### Advanced Design

Offsite – Aug 24

### SKILLS

Rapid Prototyping

UI/Visual Design

Wireframing

User Flows

Design Research

Illustration

Usability Testing

Storyboarding

3D Rendering

Computer - Aided Design

Interaction Design

### TOOLS

Figma

Framer

Procreate

HTML/CSS

Adobe (Ai, Ps , Id)

Blender

Rhino

SolidWorks

### FABRICATION

Wood & Metal Work

3D Printing

CNC Machine

Laser Cutting

Clay Making