

# RHEA DHANRAJ SHETTY

*ux designer*

## WORK EXPERIENCE

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### Comet Lab, Research Assistant, UX Designer

August 2022 - May 2024

- Redesigned the USA of Indiana website, conducted user studies, and resolved 15+ usability issues, increasing user satisfaction by 85%.
- Collaborated with data analysts to define success metrics for inclusive design, gaining deeper insights into user needs.
- Implemented data-driven content strategies using user behavior analysis, SEO, and A/B testing, increasing website traffic by 25% and user engagement by 20%.

### Synk'd Automation, UX Designer

April 2021- July 2022

- Designed intuitive interfaces for home automation devices, improving usability and boosting user satisfaction by 70%.
- Conducted usability testing to enhance ergonomics, reducing customer support issues by 30%.
- Created a Figma design system, ensuring consistency and reducing design handoff time by 20%.

## ACADEMIC/ RESEARCH PROJECTS

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### Transition Discoveries

Indiana University Purdue University Indianapolis

August 2023 - May 2024

- Revamped a platform for mentoring youth with disabilities, addressing 4 key user needs through research and improving mentor support.
- Streamlined navigation by redesigning information architecture, enhancing user performance by 31.3%.
- Focused on accessibility in user flow redesign, increasing task completion for users with disabilities by 20%.

### Aggregate Response Time Optimization for Emergency Responders

Naval Surface Warfare Center, Crane Division

January 2023 - May 2023

- Improved emergency response at NSA Crane Naval Base by identifying inefficiencies through 6 months of data analysis, reducing response times by 20%.
- Addressed coverage gaps (33% in 6 min, 57% in 8 min), aiming for near 100% within 8 minutes.
- Enhanced public safety by optimizing response journeys with a strategic fire station and advanced GPS solutions.

## CONTACT

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<https://www.rheadshetty.com>

## EDUCATION

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### MS IN HUMAN COMPUTER INTERACTION

Indiana University Purdue University

Indianapolis

Indianapolis, Indiana, USA.

GPA - **3.95**

### B.TECH, PRINT & MEDIA TECHNOLOGY

Manipal Institute of Technology

Manipal, Karnataka, India.

## RESEARCH & DESIGN SKILLS

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Prototyping, Wireframing, Visual Design, Journey Maps Design, Task Analysis, User Personas, Heuristic Evaluation, Affinity Diagramming, User Interviews, Usability Testing, Survey design, User-Centric Design, Design System, Interaction Design, Ergonomics, Accessibility, A/b testing.

## SOFTWARE SKILLS

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Figma, Adobe Photoshop, Adobe XD, After Effects, Illustrator, InDesign, Invision, Miro, Sketch, Canva

## CERTIFICATIONS

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Google UX Design from Coursera

May-August 2021

Digital marketing from Coursera,

July 2019-May 2020

UI/UX Design from Coursera

California Institute of the Arts

October 2020-April 2021