# SHRIYA GURKHA

sgurkha@umich.edu  www.linkedin.com/in/shriyagurkha  www.shriyagurkha.in

## EDUCATION

**University of Michigan**                                                                                                                **Ann Arbor, MI**
**Master of Science in Information - Human Computer Interaction**                               *Expected Graduation:May 2027*
CourseWork : : Programming (Python), Needs Assessment & Usability Evaluation, Web Design & Accessibility (HTML, CSS, WCAG standards), Cognitive Psychology for UX, Research Design & Evaluation.

**National Institute of Design  (Bachelor of Design)**                                                                       **Ahmedabad, India**
CourseWork : Foundations of Design Principles, Disruptive Product Design, Design Project with Marginalized communities of India, Research Documentation,  Systems Design capstone project

## WORK  EXPERIENCE

**Transformative Learning Solutions**                                                                                                *New Delhi, India*
*UX Researcher and Designer*                                                                                                        *Feb. 2024 — Feb. 2025*
- Led Design Assets & Visualizations team for BFCM 2024 Email Campaign, driving +7% EPS and +27% revenue YoY (vs. 2023) executing qualitative and quantitative user research (usability studies, surveys)
- Boosted conversion rates from 2–4% to 9–13%  per page through data-driven UX optimizations informed by user behavior analysis and usability testing such as A/B testing, behavioral analysis to inform UX strategy
- Spearheaded 2 new US-focused design concepts, incorporating cultural insights and regional user behaviors collaborating with product managers to translate user behavior data into actionable design improvements.
- Conducted user research to uncover behavioral obstacles, enabling customer segmentation that enhanced CRM personalization—now core to the email channel strategy.

**Kashmir Innovation Labs**                                                                                                                *Srinagar, India*
*Product Designer*                                                                                                                        *Nov. 2023 — Dec. 2023*
- Selected to train 13 craftspeople in addressing geographical challenges through design thinking approaches in environmentally challenging regions of Srinagar, India
- Mentored 15+ participants to successfully launch two new product verticals together to promote sustainable product innovations, and a new channel for economic growth
- Proposed 2 workshops to introduce design models of Double Diamond Thinking, Revenue Upstream to apply design thinking methodologies to solve region-specific challenges and deploy new design directions

**Titan Company Private Limited**                                                                                                *Bangalore, India*
*Design Intern*                                                                                                                          *Jan 2023. — Aug. 2023*
- Built the visual guide and designed 14 elements post market research for the website, store uniforms, and packaging.
- Piloted a campaign for Titan, bringing stories of Kashmiri communities into tangible mediums to preserve traditions. Conducted 120+ user surveys to gather insights, developed marketing strategies, and identified revenue channels, resulting in a 12% enhanced community engagement experience and 6 directions for market opportunities

**Museum of Art and Photography**                                                                                                *Bangalore, India*
*Design Research Intern*                                                                                                          *Aug. 2021 — Oct. 2021*
- Created a web based platform, Interwoven - that lies at the intersection of artificial intelligence, technology and the arts
- Classified 3500+ artifacts into various journey maps and relevant filters to build databases to allow for over 120 custom user navigation journeys in the digital experience

## LEADERSHIP EXPERIENCE and RECOGNITIONS

**Product Designer at SOCHI - Student of Computer Human Interaction | Ann Arbor, MI**            *Sep 2025 - Present*
Collaborating with development teams to analyze 5 competitor SaaS products of MaizeTix, conduct usability tests (10 participants) and user interviews (7), optimizing interface design to achieve faster task completion.

**Selected for Innovation 2023 conference at Indian Institute of Technology, Delhi | New Delhi, India**            *Dec. 2023*
Selected as 1 out of the 2 students across all majors to represent our university for a sponsored design conference at IIT Delhi, India

## SKILLS

**Technical Tools:** Adobe Photoshop, Illustrator, Indesign, XD, Premiere Pro), Figma, FigJam, Microsoft Clarity, Miro, Sketch, Shopify Creative Suite, Python, HTML, CSS
**Certifications**: Enterprise Design Thinking Practitioner *IBM*, Foundations of User Experience Design *Google,*
Programming for everybody (Python) *University of Michigan,* Strategic & Experience Design Job Simulation *BCG X*