

Shefali Kumaran

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Experience

HCDE Peer Advisor

University of Washington HCDE Department | Aug 2021 - Jun 2022

Worked with prospective undergraduate HCDE students and helped them navigate their educational goals.

Provided guidance regarding academics, major/minor programs, career pathway resources and campus resources.

Reviewed personal statements and provided feedback

UX Design Intern

WorkWave | Sep 2021 - Dec 2021

Contributed to the development of WorkWave's new design system for a uniform experience across products. Specifically worked on icon standardization.

Presented a competitive analysis based on current icon style market trends.

Sourced icon libraries and collaborated with the design team to finalize a comprehensive iconography system to be used across the company's disparate SaaS products.

UI Design Intern

Real Green Systems by WorkWave | Jun 2021 - Sep 2021

Redesigned multiple user interfaces across an array of Real Green Systems products for better mobile, tablet and web experiences.

Facilitated transition to Google Material Icons by mapping between existing and sourced icons.

Leadership & Involvement

President

Kinspire UW | Aug 2021 - June 2022

Selected to serve on UW's branch of Kinspire, a non-profit organization dedicated to increasing accessibility of education to underprivileged children in India by providing them with educational materials and an offline learning platform.

Organized team meetings, managed all projects, collaborated with all branches and Kinspire National.

Marketing Chair

SASA UW | Jun 2020 - June 2022

Responsible for all social media graphics and management of SASA UW, a philanthropy-based organization dedicated to raising awareness of South Asian culture and current events throughout the community.

Redesigned logo and increased Instagram following by over 60% in one year

Projects

ETutorBoard Mobile App

Sponsored Project | Jan 2022 - Jun 2022

Worked in a team of three to conceptualize and design an app interface for ETutorBoard— an educational aid website

Conducted virtual user interviews with elementary through high school aged students. Presented findings and integrated results into final prototype.

Final deliverables: User research analysis report, High fidelity mobile app prototype

Exercise in Parks Field Study Report

Mar 2021 - Jun 2021

Explored research question: How can we make high traffic areas in Washington urban parks safer for individuals to exercise during the pandemic?

Conducted three observational field studies at Gasworks Park, designed surveys, led user interviews, analyzed and presented findings in a field study report.

UW Resource Finder

Jan 2020 - Mar 2020

Collaborated with five team members to design a prototype for UW Resource Finder, a website dedicated to providing low-income students at UW with a safe, private space to get resources, supplies and guidance.

Created anonymous user surveys and conducted interviews with UW staff and students. Analyzed results in a written user research report and created a final high fidelity interactive prototype.

Education

Human Centered Design and Engineering, BS

University of Washington, Seattle, June 2022

Skills & Tools

UCD Process, Visual Communication, Design Principles, Color Theory, Qualitative Interviewing, Interaction Design, Rapid Prototyping, Usability Testing

Figma, Adobe CS (Illustrator, XD, Photoshop), Java, Python, HTML/CSS, Javascript, React