

SNEHA MALI

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www.snehamali.work

WORK EXPERIENCE

User Experience Designer

Indiana University

Aug 2024 - May 2025

Indianapolis, IN

- Led end-to-end UX design of a VR prototype addressing public speaking anxiety among international students, managing a cross-functional team of 4.
- Executed user research, including 10+ in-depth interviews, 4 heuristic evaluations, and 4 usability testing sessions to uncover key emotional and usability pain points.
- Enhanced usability and engagement by 40% through continuous prototyping, user feedback loops, and evidence-based design iterations.

Product Designer

Convergent Media And Exploratory Technologies

Sep 2023 - Oct 2024

Indianapolis, IN

- Delivered high-quality B2B UX solutions through heuristic evaluations, journey mapping, and UI testing across 10+ core web experiences.
- Implemented heuristic evaluations and usability testing, translating findings into actionable UI refinements that boosted task completion by 25%.
- Partnered with 3 UX team members and stakeholders to present 12+ actionable design recommendations that improved usability and task completion rates by an estimated 25%.

User Experience Designer

Ascent Integrated Tech

Nov 2023 – Apr 2024

Indianapolis, IN

- Conducted competitor analysis on 8+ wearable devices, leading to ergonomic design improvements that enhanced comfort and accessibility.
- Analyzed qualitative data from firefighter interviews and observations, uncovering insights that increased user satisfaction by 30%.
- Developed 4 user personas based on research insights, ensuring the design of wearable tech solutions met user needs and increased usability in high-risk environments.

User Experience/Quality Analyst

Colgate Global Business Services

Aug 2022 - Jul 2023

Mumbai, India

- Facilitated 30+ automated UI test cases using Testim, identifying critical issues affecting interface usability and interaction flow.
- Collaborated with front-end developers to resolve 10+ layout and accessibility inconsistencies across two web platforms.
- Audited 20+ test scripts for visual and functional accuracy, contributing to smoother user interactions and consistent design patterns.

PROJECTS HIGHLIGHTS

Balance Buddy : Co-led mobile UX design for a **healthcare wellness** app, creating onboarding, accountability, and engagement flows that improved user retention by 20%.

Knowledge Indiana : Designed a responsive **edtech platform** for 10,000+ learners, producing 15+ wireframes and prototypes to enhance navigation, accessibility, and multi-device usability.

HopeHaven : Redesigned an emotional care support app in the healthcare space, using interviews, personas, and prototypes to improve onboarding and peer-matching flows by 45%.

EDUCATION

Master of Human Computer Interaction, Indiana University, USA

Aug 2023 - May 2025

Bachelor of Computer Science, MIT-WPU University, India

Jul 2019 - June 2023

SKILLS

Design Tools: Figma, Adobe Creative Suite, XD, Sketch, Invision, Photoshop, Illustrator, Canva, Miro, LottieFiles

Design Skills: UI/UX, Wireframing, Prototyping, Responsive Design, Information Architecture, Accessibility, Storyboarding.

Research Skills: Customer Journey Mapping, Usability Testing, Competitive Analysis, UX Writing, Qualitative and Quantitative Methods, Data-driven Analysis, Decision Making Skills.

Technical Skills: Familiar with HTML, CSS, JavaScript, React, and Mobile UI standards.