

# Aditya Shanbhag

## User Experience Designer

**Portfolio:** [www.adityashanbhag.com](http://www.adityashanbhag.com)  
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### Experience

#### ICF International / UX Architect

AUG 2017 – PRESENT

##### Office of Justice Programs: Victim Law

Spearheaded research meetings and collaborated with requirements, design and development team members to define approaches and vet solutions.

Designed user journeys maps, site pathways and style guides as part of the research and design phase of the user centered design process

##### National Cancer Institute (NCI): Personas

Designing personas and business strategy for NCI Small Business Innovation Research (SBIR) to boost program participation

Driving user interviews to understand user behavior, information consumption patterns and to identify roadblocks in the application process

#### Ipswitch / UX Designer

MAY 2016 – SEPT 2016

Led usability tests for 'Ipswitch Analytics'

Rewrote 'Analytics' modules through UCD by analyzing feedback from usability studies, synthesizing user needs and goals and evaluating user personas and empathy maps

Evaluated heuristics of the complete product suite to look for inconsistencies and established design guidelines to ensure consistency in branding, voice and tone

### Experience

#### University of Maryland / UX Designer

AUG 2015 – AUG 2017

Led user interviews, constructed information pathways and designed low and high-fidelity prototypes for 'Combiview': An application for managing and visualizing X-ray diffraction spectrum data for compounds - Established a design framework simulating a participatory design environment

#### Thomas Cook India / UI/UX Prototyper

JUNE 2014 – JULY 2015

Led the mobile platform development team, established an agile-based design framework, organized and spearheaded meetings between cross functional teams

Designed, prototyped and developed interactive and responsive pathways for Forex, Hotels and Holiday modules.

Integrated Google SEO Tags into website and mobile application to get improved user statistics -Designed and restructured existing pathways improving the mobile website's page views by 30%

### Education

#### University of Maryland, College Park

Masters in Human Computer Interaction

AUG 2015 – MAY 2017 GPA: 3.8 / 4

### Skills

**UX Frameworks:** UCD • Participatory Design • Agile UX • Lean UX

**UX Research:** Interviews/Surveys • Affinity Diagrams • Journey Mapping • Google Analytics • A/B Testing • Usability Testing • Contextual Inquiry

**Design:** Visual Design • Interaction Design • Concept Sketches • Wireframes

**Tools:** Sketch • Invision • Principle • Flinto • Axure • Adobe Photoshop, Illustrator, InDesign • SPSS • UserZoom • HTML/CSS • JavaScript