

SHREYA MHATRE

EXPERIENCE

ServiceHouz

Product Designer — Oct 2020 – present

ServiceHouz's real estate platform delivers seamless experiences for seniors searching for the best living home and care services.

- Lead design and branding for a 9-person design team, including engineers and managers, from ideation to peer review process including weekly design meetings.
- Created a design system of 50+ components that boost accessibility for elders by approximately 10%.
- Performed heuristic evaluations to identify interaction design needs for seniors and implement accessibility improvements such as scaling web content, text to speech conversion.

Infinite Options LLC

Product Designer - Jul 2020 - Mar 2021

Infinite Options provide web & mobile experiences to support farmer sales, and local shopper purchases, of fresh, local products.

- Collaborated with product manager and developer to execute an end-to-end design process for "MealsFor.me", a meal subscription web and mobile service delivering chef-prepared, healthy gourmet meals for customers in the SF Bay Area launching March 2021.
- Coordinated with product manager and 5-person development team to produce a visual style guide and information architecture for MealsFor.me product.
- Completed user research, brainstorming and prototyping for redesigning "ServingFresh" a grocery delivery application.
- Created rewarding experiences, including purchase discounts, to motivate local customers to buy fresh produce from the local farmer's market.

INTERNSHIPS

ServiceHouz

UI UX Design Intern — Nov 2019 - May 2020

- Spearheaded senior living web platform design on 9-person team focusing on special care home options including personal assistance, adult day care, counseling etc.
- Conducted 5 user interviews, as well as analyzed 5 competitors, to strategically design solutions including identifying homes with special care options (Memory care or Alzheimer care).

SuperWorld

UI UX Design Intern — Jul 2020 - Oct 2020

SuperWorld is a Virtual Real Estate platform where users can buy, sell, collect, and curate over 64 billion unique plots of virtual land using cryptocurrency.

- Conducted weekly design sprints with 2 project managers, a 3-person design team, and 5 developers to ideate on design concepts that incorporated peer reviews and users feedback.
- Developed 200+ low and high fidelity prototypes to redesign AR real estate platform based on weekly design sprints.
- Initiated usability testing and leveraged Superworld's design system to create and hand-off 150+high fidelity prototypes to developers.

Larsen & Toubro

UI UX Developer intern — Jan 2016 - Jun 2016

- Designed and developed Aerospace Estimation System for calculating cost product that address critical needs of customers in over 30 countries around the world.

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EDUCATION

California State University of East Bay

Masters, Interaction Design
July 2018 - May 2020

SNDT Women's University

Masters, Computer Science
Sep 2014 - July 2016

SKILLS

RESEARCH

User Interviews
Usability Testing
Heuristic Evaluation
Competitive Analysis

DESIGN

UX Design
Visual Design
Information Architecture
Personas
Journey Mapping
Empathy Mapping
Storyboarding
Rapid Prototyping
Wireframes

TOOLKIT

Prototyping:
Adobe XD
Figma
Sketch
Zeplin

Adobe Creative Suite:

Illustrator
Photoshop
After Effects
Premiere Pro

Development:

HTML/CSS
JavaScript
C#

Augmented Reality/ Virtual Reality:

Unity
Vuforia

OTHER WORK

AR/VR Tour Creator | BridgeGood | SF, CA

May 2019 - Jun 2019

AR VR Tour Representative | Twitter HQ | SF, CA

Nov 2019