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Sharan Hegde
Product Designer

Education

University of Maryland

M.S Human Computer Interaction

AUG 2018 - MAY 2020

VTU

B.E Electrical Engineering

AUG 2013 - MAY 2017

Skills

Design: Interaction Design
• Responsive & Adaptive Web
• User Research • Complex Prototyping • Motion Design
• Data Viz • AR/VR Design
• Visual Design • Sketching & Illustration

Tools: Sketch • Azure RP • Figma
• XD • Photoshop • Illustrator
• After Effects • Principle
• InVision • HTML & CSS • Unity

Research: Contextual Inquiry
• Persona • Data Analysis • A/B
• Surveys • User Testing

Recognition

IDEO CoLab

Selected as one of 50 designers from 1000+ applicants to design human centered solutions around the current economic issues.

Experience

Indeed - UX Designer

MAR 2021 - PRESENT, AUSTIN, TX

- Leading from research to design for growth and monetization initiatives within Indeed's pricing model and job posting funnel.
- Designing for A/B tests focusing on job sponsorship conversions and revenue growth.

Total Wine & More - UX Designer

JUL 2020 - FEB 2021, WASHINGTON D.C

- Leading from research to design of account home and e-commerce recommendations sections to increase upsell and cross-sell funnels on web, tablet and mobile platforms.
- Researched and designed fraud prevention features in checkout experience vis-a-vis 3rd party pickup and saved credit card flows across desktop and native apps.
- Re-designing the entire current transactional email templates (40+), working closely with PMs to define strategy of future email templates.

Library of Congress - Product Designer

AUG 2019 - MAY 2020, WASHINGTON D.C

- Conceptualized and designed 4 product features for Content Discovery focusing on Audio and video files within Web and Mobile web..
- Conducted moderated and unmoderated

Spectrum - UX Design Intern

MAY 2019 - AUG 2019, COLORADO

- Designed and prototyped for Spectrum Reach's Internal TV Planning tool "Audience App" focusing on TV Network exclusion.