Sreshtha Singh | **UX Designer**

sreshtha0506@gmail.com | +1 (608) 770-4762
linkedin.com/in/sreshtha/ | sreshtha05069.wixstudio.io/portfolio

Product Designer specializing in **AI-driven, data-rich experiences** across SaaS, healthcare, enterprise, and social networking. I create intuitive, scalable solutions that simplify complexity, boost user engagement, and drive impact.

WORK EXPERIENCE

Quilly Social LLC | UX Designer
Aug 2024 - Jan 2025 / Berkeley, CA
- Designed 5 core app features and the homepage using Draftbit, **streamlining onboarding** and **boosting user engagement**.
- Built a modular Figma design system, cutting **developer handoff time by 30%**, enabling faster iterations and **increasing daily active users by 20%**.
- Conducted iterative usability tests, **reducing onboarding drop-off rate by 18%** through refined user flows.

Epic Systems | Product Owner & UX Designer (Capstone)
Aug 2024 - Dec 2024 / Verona, WI
- **Led the end-to-end redesign** of AI-powered chatbot and clinical dashboards for **MyChart** as the sole UX designer on a 5-person agile team.
- Conducted 2 rounds of usability testing with 15 users, **lowering cognitive load by 25%** and **improving task success rates by 20%.**

University of Wisconsin–Madison | UX Designer
Nov 2023 - May 2025 / Madison, WI
- Revamped the Technology Entrepreneurship Office website using WordPress, **boosting content engagement by 35%** and **reducing bounce rates** by **15%.**
- Conducted WCAG 2.2 accessibility audits and usability tests with 18 participants, **enhancing site usability and inclusivity**.

Amdocs | Product Designer
May 2022 - Aug 2022 / Pune, MH
- Redesigned an enterprise billing platform for over **2,000 users**, **improving workflow efficiency** by 20% through streamlined navigation.
- Created **reusable UI components**, collaborating with backend developers to ensure **seamless integration** and a cohesive user experience.

Amdocs | Front End Developer
Apr 2021 - Jun 2021 / Pune, MH
- Built a **responsive travel booking portal** using React.js and Material UI, **reducing user drop-off rates by 12%** with an intuitive interface.

PROJECTS
- *WorkSafe* (**IEEE ICICCS 2022**): Designed an intuitive UI for an AI-driven face mask monitoring system, **improving mask compliance rates** by 25% post-COVID.
- *Willy Street Co-op:* Community-driven engagement platform for a grocery co-op, **enhancing customer interactions.**

EDUCATION

**University of Wisconsin–Madison
May 2025**
MS in User Experience Design
GPA 3.92/4.00

**NMIMS University, Mumbai
May 2023**
MBA in Marketing
BTech in Information Technology
GPA 3.49/4.00

SKILLS

Tools
Figma, Adobe Creative Cloud, Framer, Miro, Jira, Webflow, WordPress, Balsamiq

UX & Interaction Design
User Research, Wireframing, Information Architecture, Interaction Design, Design Systems, Responsive Design, Accessibility Audits (WCAG 2.2)

Prototyping & Testing
Prototyping, Usability Testing, A/B Testing, Heuristic Evaluation

Frontend
React, Next.js, JavaScript, HTML/CSS

Collaboration & Delivery
Developer Handoff, Cross-functional Collaboration, Agile Workflow

CERTIFICATIONS

Google
UX Design Professional Certificate

California Institute of Arts *UI/UX Design Specialization*