



# Shravani Zade

UX Designer  
and Researcher

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Creative problem-solver blending UX design expertise with hands-on sales and marketing experience. As a freelance designer, I've led end-to-end digital product design projects – from research and wireframing to high-fidelity visuals and documentation. Alongside design, I've worked in inside sales, independently managing outreach, converting leads, and closing clients while creating custom merchandise designs myself. I thrive in multidisciplinary roles, where I can understand user needs, communicate value clearly, and turn ideas into execution.

## Experience

### Research and Design Intern

#### DataSmith AI

Internship • October 2025 – February 2026

User research and interface design for an early-stage AI product called TenderGenie.

### Inside Sales/Design Associate

#### Fresh Prints

Full Time • January 2025 – September 2025

Managed the full sales funnel as the sole point of contact for clients purchasing custom merchandise – from prospecting and warming up leads to closing orders and delivering final products. Independently designed all mockups and artwork for clients. Combined sales strategy with creative execution to deliver a seamless, high-touch experience while driving consistent conversions.

### UI/UX designer

#### Parallel Minds

Full Time • December 2023 – April 2024

Worked on task flows that optimized user journeys, undertook website redesigns for enhanced user interfaces, and delivered compelling presentations on the vital facets of UX, industry standards, and fundamental design principles.

### Graphic Designer

#### Inagiffy

Freelance • Nov 2022 – Feb 2023

Visualize, brainstorm, ideate & transform ideas into effective designs/artwork/ templates including identity designs, environmental graphics & ad creatives for web based newsletters.

### Founder and Designer

Ahikuro Studios • Small Business • May 2020–Present

Started and manage a small creative studio specializing in handmade clay charms and sculpted collectibles, alongside custom design work for clients. I independently handle the entire production process along with marketing, sales and branding. I also provide graphic and UX design services for clients.

## Education

### Bachelor of Design in User Experience Design

Symbiosis Institute of Design, SIU

Pune, Maharashtra • 2020–24

### CBSE 10+2 in PCMB

Dayanand Anglo Vedic School

Mumbai, Maharashtra • 2016–20

## Skills

- Strong understanding of UX design principles and methodologies
- Experience with user research and usability testing
- Ability to create wireframes, prototypes, and high-fidelity mockups
- Excellent communication and collaboration skills

## Tools



Figma



Adobe XD



Photoshop



Illustrator