Sneha Shetty

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EXPERIENCE

Triwize Journey Pvt. Ltd. **Product Designer** (Contract) — May – Aug 2026

- Led UX across three Phase 2 initiatives for Triwize Journey's AI Smart Planning Platform (SPP), designing Version 2 of its AI itinerary builder with integrated collaboration features and defining two new products: travel packages and user-generated travel guides.
- Partnered directly with founders to translate high-level briefs into product requirements, leveraging design research and competitive analysis to shape feature scope and information architecture.
- Developed PRDs, end-to-end user flows, mid-fidelity prototypes across all three initiatives, establishing the design foundation for products in development.

Big Boulder Studios, LLC **Product Designer** — Apr – Dec 2025

- Led growth-focused brand and UX initiatives for an AI-powered habit-building companion, evolving its brand strategy and visual identity across product touchpoints.
- Redesigned and tested marketing landing page variants, using Amplitude analytics to inform homepage experiments and explore opportunities to improve signup conversion.
- Explored mobile onboarding experiences using progressive disclosure and visual storytelling, and accelerated design-to-development workflows through high-fidelity prototyping with Cursor.

KeelWorks Foundation **UX Analyst/Researcher** — Jun 2024 – Apr 2025

- Conducted rapid usability testing sessions to evaluate an volunteer and project management platform for an education-focused nonprofit, identifying opportunities to streamline workflows.
- Developed research roadmaps for generative and evaluative studies to inform administrative dashboard improvements, feature definition, and user flows.

BMW Group × SCADpro **Research Lead** (Sponsored project) — Sep – Nov 2023

- Led a 10-person research team at SCADpro to define the future of work at BMW Group, running a rapid qualitative study from planning through client pitches.
- Moderated interviews with stakeholders and subject-matter experts, ran concept tests, facilitated alignment workshops, and synthesized findings into user archetypes, design principles and guidelines that directed the project.
- Turned the findings into direction for 3 conceptual 3D Spaces and the form, sound and voice personality of the AI assistant in BMW's AI-powered virtual workspace, and won client buy-in for implementation.

Udaan **Designer** — Jul 2020 – Jun 2022

- Founding team member of the women's apparel division at unicorn startup Udaan.com. Spearheaded the launch of four B2B private label brands, establishing a strong foothold in the B2B e-commerce market.

Arvind Fashions Pvt. Ltd. **Executive Designer** — Oct 2018 – Jul 2020

- Spearheaded design and product development (apparels) for a women's brand, leveraging comprehensive market research, competitive study and in-depth trend and sales data analysis.

EDUCATION

Master of Arts, Design Management **Savannah College of Art and Design,** US — 2022 – 2024

Bachelor of Design, Knitwear **NIFT**, Chennai — 2013 – 2017

SKILLS

Product Design Interaction design, UX & Product strategy, prototyping, PRDs, user flows, information architecture, 0-1 product design

Research & Strategy User research, design thinking, usability & concept testing, journey & empathy mapping, competitive analysis, workshop facilitation

AI Prototyping & Tools Figma, Adobe Suite, Miro, Amplitude, Airtable, Cursor, v0, Claude Code, Codex, Github, understanding of HTML/CSS

Certifications Front-End Development (Meta), Web Accessibility (Coursera), Enterprise Design Thinking (IBM), Design Research (Lextant)