

Shashank Vodela

| [Portfolio](#) | [LinkedIn](#) | +1 (812) 369 3160 | shashank6566@gmail.com

WORK EXPERIENCE

Indiana University

Graduate Teaching Assistant

Jan 2021 – May 2021

- Guided graduate students for the “I543 – Interaction Design Methods” course about design research/practice and various prototyping methods.
- Evaluated grad students' design decisions based on the research methods they chose and guided them for the best design output.

OpenText

UX Designer

Mar 2020 – Present

- Designed, researched and evaluated a security domain application, Encase Discovery which provides visibility across all endpoints, enabling discreet data collection for litigation and investigations using agile methodology.
- Conducted 15+ user interviews, market research and surveys for customer-focused data, transforming them using information architecture, affinity mapping and user journey maps into future-proof wireframes and almost 90+ visual designs along with clickable prototypes while adhering to the OpenText design guidelines.
- Validated them through user testing with stakeholders and product users at the OpenText world conference 2020.
- Scored 67.6 in the system usability scale(SUS) and 14.1 in the Net Promoter Score(NPS) metrics through a usability test.

Persistent Systems

Senior UX Designer

Apr 2018 – Sep 2019

- Overhauled the information architecture, user flows, personas and optimized the user experience of IBM Watson Real-Time Personalization for better feature interactivity and usage using Peretz guidelines, IBM's former design system.
- Achieved a 10% increase in customer acquisition and a 12% increase in product engagement through the release of MVP.
- Piloted a team of 3 designers as a part of this IBM project to proactively collaborate with engineering and other cross-functional teams while guiding them in user research, design strategy, design standards and guidelines.

UX Designer

Jul 2016 – Mar 2018

- Redesigned the web and mobile platforms of ‘Concert Field Force’, an IOT-based field service management platform.
- Achieved a 43% increase in the redesigned feature engagement leading to a 14% increase in new customer acquisition.

EDUCATION

Indiana University Bloomington

Master's in Human-Computer Interaction

3.93 GPA

Bloomington, Indiana

Dec 2022

Indian Institute of Technology Guwahati

Bachelor's in Design

3.56 GPA

Guwahati, Assam, India

June 2016

LEADERSHIP EXPERIENCE

Techniche 2015 - Techno-Management Festival of IIT Guwahati

Design Lead

Guwahati, Assam, India

Oct 2014 – Sep 2015

- Led a team of 10 designers to design and deliver the branding, promotional and informational material while coordinating with the needs of the marketing, branding and print teams.
- Observed a 30,000+ increase in likes on our Facebook page through our illustrations and creatives and 2000+ copies of our promotional posters were put up on campuses across the country.

PROJECTS

[Trailhead Redesign](#)

Collaboration with Salesforce

Jan 2021 – Feb 2021(3 weeks)

- Redesigned the Trailhead(E-Learning platform of Salesforce) website's trail-mix page, module page and course test page to solve the pre-existing problems in the website using user-centered design principles.
- Collaborated with key stakeholders and the Trailhead design team to drive design decisions and solutions.

Supportify

A notes-taking platform for E-learning

Feb 2021 – May 2021

- Pioneered the design of a note-taking tool as a part of an academic project that helps online course takers retain and recall the information, they learned through those courses using the user-centered methodology.
- Obtained the user data using qualitative research methods and translated them into wireframes and high-fidelity prototypes. Validated them using heuristics and usability testing.

SKILLS & TOOLS

Skills: Work-Flow Diagrams, Sketching and Wire-framing, Rapid Prototyping, Visual Design, Video Editing, Storytelling, Usability testing, Persona Building, Experience Mapping, Information Architecture, User interviews, Surveys, Focus groups, Heuristic evaluation, AB testing.

Tools: Invision, Figma, Axure RP, XD, Marvel, Protopie, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Miro, HTML, C, CSS, Unity 3D, Java Script(Basics)