

Shama Patwardhan

UX Design | Spatial Design | Product Design

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PROFESSIONAL SUMMARY

User-centered Designer with 5+ years of experience across B2B, B2C, and spatial interactive experiences. Skilled in designing end-to-end journeys that align with brand strategy, enhance usability, and drive engagement across digital and physical platforms.

EDUCATION

Carnegie Mellon University (CMU)

MDes. in Design for Interactions

Pittsburgh, PA

May 2025

University of Mumbai

Bachelor's in Architecture

Mumbai, India

October 2020

WORK EXPERIENCE

Jones Lang LaSalle- Technologies (JLL-T)

User Experience (UX) Research Intern

Pittsburgh, PA

Jun 2024- Aug 2024

- Owned **end-to-end user research** for Solstice Design System, driving six key UX redesigns and reducing workflow friction by 25 percent. Led **user interviews, participatory workshops, and usability testing** to surface **actionable insights** and inform system-wide improvements.
- Collaborated cross-functionally with product managers and engineers to **integrate insights into agile sprints**, accelerating **feature delivery** by 20 percent. Led **foundational UX research** for **AI-enabled productivity tools**, improving cross-tool workflows and informing conversational UX strategy. Directed **A/B testing** with **Optimizely** and synthesized **20-plus data points** using **Dovetail**, influencing product roadmap decisions.
- Conducted **competitive landscape analysis** to benchmark **user workflows** and **inform design system** and feature enhancements.
- Co-designed and prototyped an **AI-powered enterprise tool**, integrating workflow-specific prompts to improve productivity and streamline user tasks.

Carnegie Mellon University (CMU)

Design Researcher

Pittsburgh, PA

Aug 2023- Apr 2024

- Developed **high-fidelity, motion-driven onboarding** experiences for **AR/VR platforms** (Meta Quest 3, HoloLens 2), applying **spatial UX principles**, interaction patterns, and **immersive design best practices** to improve **first-time user engagement** and task success.
- Led research on **spatial storytelling** and **multimodal interactions**; contributed to grant project on **cultural engagement through XR**.
- Led the redesign of Carnegie Mellon's School of Design admissions page, creating **responsive layouts and scroll-triggered animations** to improve **visual storytelling** and user engagement. Collaborated with faculty to align design with **brand identity**, leading to an 80% increase in social media traffic.
- Created an **interactive, branded exhibition integrating physical and digital touchpoints**; synthesized user flows and prototyping in Figma & Unity.

Aloki Design Lab

User Experience (UX) Designer

Fremont, CA

Jul 2022- Mar 2023

- Led **information architecture (IA)** redesign and **navigation optimization** using **generative research** sessions, and designed **user flows** for BuyOsphere- a mobile app, improving **B2B marketplace** task completion rates by 30%.
- Conducted 20+ **contextual inquiries, card sorts, and usability tests**. Created **personas, journey maps, user stories, and wireframes** to inform product design decisions and feature iterations. Launched FabHaus website in a condensed timeline of 3 months, with a **responsive design system** and **SEO-aligned architecture** to meet client KPIs.
- Delivered **responsive UI** using **Figma components and auto layout**; collaborated closely with developers for seamless implementation. Designed and shipped a marketing website using scalable design systems, improving load time by 22%.

Studio for Habitat Futures Pvt. Ltd.

Spatial Designer/ Project Architect

New Delhi, India

Oct 2020- Jul 2022

- Led design of a 200,000 sq. ft. **Convention & Information Centre** using **occupancy planning, user research, and environmental design principles**. Led **spatial UX research** and user flow modeling, **improving accessibility** and wayfinding outcomes.
- Reduced rework by 40% and completed the Disha School in 10 months through **agile planning** and **community engagement**.
- Integrated **sustainability, mobility, and human-centered design principles** in collaboration with senior planners, architects, and landscape designers. Utilized **CAD, GIS, and 3D modeling tools** in iterative workflows to design resilient and future-ready urban interventions.

Manasaram Architects

Design Intern

Bangalore, India

Dec 2018- May 2019

- Designed **branded spatial experiences** across architecture and interior design, from **concept through construction documentation**. Created **detailed architectural drawings** and specifications for large-scale commercial and institutional environments.
- Developed **spatial narratives and experiential concepts** aligned with client and **brand identity**. Collaborated cross-functionally with MEP, landscape, and architecture teams to deliver **integrated spatial solutions**.

SKILLS

- Design & Prototyping:** Interaction Design, Wireframing, Journey Mapping, Persona Development, UI Design (iOS/Android), AR/VR Design, Service Design, Information Architecture, Motion Design, Design for Digital products, Designing for IoT, Graphic Design, Spatial Branding
- Tools & Technologies:** Figma, Dovetail, Optimizely, Unity, SketchUp, Blender, Adobe Creative Suite (InDesign, Photoshop, Illustrator, AfterEffects, Audition), Miro, Sketch, HTML (basic), Arduino, Photon, AutoCAD, Adobe XD, CSS (basic), Rhinoceros, Revit
- Research & Strategy:** Mixed-Methods Research, Foundational & Evaluative Research, Usability Testing, A/B Testing, Surveys, Heuristics, Research Repositories, Contextual Inquiry, Affinity Mapping, Thematic Analysis, Stakeholder Alignment, Roadmap Influence, Agile Methods

AWARDS & KEY CO-CURRICULAR

- Kynamatrix Research Grant (2025)** – “Innovation through Collaboration” recipient
- Indigo Design Awards (2025)** – Silver Award in Interactive Design
- Core77 Design Award (2025)** – Interaction Design Award, Student Notable