

Shriya Hardikar

UX Designer

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EDUCATION →

University of Michigan,
Ann Arbor, MI
APRIL 2020
Masters of Science in Information (M.S.I)
Human-Computer Interaction | GPA 3.9/4

Savitribai Phule Pune University,
Pune, India
JUNE 2017
Bachelor of Engineering (B.E)
Computer Engineering | GPA 3.6/4

SKILLS →

Design

Ideation, Sketching, Interaction Design,
Wireframing, Prototyping, Agile UX, Graphic
Design, Branding

Research

Contextual Inquiry, Survey, A/B Testing,
Heuristic Analysis, Usability Testing,
Competitive Analysis, Journey Mapping,
Experimental Design

Tools

Adobe Photoshop, Adobe Illustrator, Figma,
Sketch, Invision, Blender, Spline, Brackets,
IBM SPSS

Technical

HTML, CSS, Javascript, Python, C/C++ ,
ReactJS, P5.js

EXTRA-CURRICULAR →

Women in Design Organization (WiD), GoDaddy

As a core member I lead and organize
various design skills workshops, talks and
design activities.

CHI Student Co-ordinator

As CHI co-ordinator worked and guided
different teams who wanted to participate in
CHI 2020 Student Game Competition.

EXPERIENCE →

UX Designer II GoDaddy, Santa Clara

JULY 2020 – PRESENT

- Leading the strategic initiative of restructuring and redesigning of Migration as a Service tool to help care guides migrate email accounts efficiently and reduce their call time.
- Increased the Microsoft 365 seat conversion by 6% with the introduction of One-Click purchase flow that replaced slow traditional purchase flow.
- Iteratively designing and A/B testing Partner's products like Microsoft 365 email dashboard as a part of experimentation initiative.
- Providing designs for email dashboard's collaborative filtering recommendation system that recommends products based on shopper data.
- Conducted end-to-end usability testing and qualitative research on Partner products to detect and analyze issues of the existing customers and aide in product enhancements. Partnered with the research team to analyze the usability study and uncover customer pain points such as difficulty in navigating between different security feature.

UX Design Intern GoDaddy, Sunnyvale

MAY 2019 – AUG 2019

- Improved the email purchase rate by 4% on domain purchase paths(DPP) by redesigning the professional email plans and helping customers make quick purchasing decisions.
- Collaborated in an agile, cross-functional team consisting of project managers and researchers to craft usability tests that helped understand user's professional email purchase.
- Analyzed the quantitative and qualitative data to prioritize and implement the findings gathered through the usability tests in high fidelity prototypes.
- Conducted literature review, heuristic analysis and competitive analysis to improve current device setup flow.

UX Designer ContentServ (ContentSphere Technologies), Pune

JAN 2018 – MAY 2018

- Worked on conceptualization, and design of a new internal publication tool called Whiteboard, a high performance and efficient catalog creator which works in collaboration with Adobe Indesign.
- Identified user stories, tasks, and goals to formulate process flows and designed responsive websites for Contextual Multi-Domain MDM system.
- Implemented the designs of newly introduced features using HTML, CSS, JavaScript, and ReactJS.

PROJECTS →

Student Researcher Moderation of Harassment in Online Communities

SEPT 2019 – MAY 2020

Studied online communities to understand the effects of warranting cues on perceptions of online justice and user's intention to intervene by using research methods like literature review, survey analysis, and statistical data analysis. Additionally, researched what motivates users to partake in online harassment or act as moderators/bystanders so that we could improve the design of social media platforms to support restorative justice. A few conclusions derived from the final test are as follows - the language of harassment can make a difference in the perception of justice, users tend to intervene if the harassment is aggressive, and participants with the reported prompt found harassment to be more deserved and agreed more with the harassment than the dislike prompt.