

## CONTACT

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Bayonne, New Jersey

## EDUCATION

Pratt Institute (Jul 2022 – May 2024)

**M.S. in Information Experience Design**

GPA – 4.0

Monash University (Aug 2017 – Jun 2019)

**M.Des. in Interaction Design**

GPA – 3.6

Monash Industry Team Initiative (MITI) scholarship

K.J. Somaiya Institute of Engineering and IT, University of Mumbai (Jul 2010 – Jun 2014)

**B.E. in Electronics and Telecommunication Engineering**

## SKILLS

### Design

User Research

Wireframing & Prototyping

Interaction Design

Visual Design

Design Systems

Usability Testing

Accessibility

Information Architecture

Persona & Journey mapping

### Tools

Figma

Adobe Illustrator, XD, InDesign,

Photoshop

Unity

InVision

### Programming

HTML, CSS, Javascript

C#

# Lalita Shripad Chavan

UI + UX DESIGNER

I care deeply about empathy in design and enjoy crafting digital products that feel simple, useful, and joyful.

## WORK EXPERIENCE

Center for Digital Experiences, New York City (Jul 2022 – May 2024)

**User Experience Designer and Researcher**

- The Henry Ford Museum – Analyzed the Museum's website traffic and social media engagement using Google Analytics and Sprout Social, translating insights into actionable recommendations to improve user engagement.
- Airpals - Identified usability gaps in Airpals' online order form through remote moderated user testing and delivered actionable recommendations to enhance conversion and ease of use.

Royal Australasian College of Surgeons, Australia (Feb 2019 – Sep 2021)

**User Experience Analyst (Dec 2019 – Sep 2021)**

- Documented requirements and created user flows for applications that support 7000+ surgeons and 1300+ surgical trainees.
- Created wireframes, prototypes and high-fidelity mockups for web and mobile projects.
- Worked closely with clients to understand their needs and goals and translate them into effective design solutions.

**User Experience Junior Analyst (Feb 2019 – Dec 2019)**

- Contributed to the digital transformation initiative by conducting user research, creating user journeys, developing user personas, and designing wireframes for the intranet and other applications.
- Analyzed LiveTiles/SharePoint constraints and led the end-to-end design and implementation of intranet pages that supported enterprise-wide adoption.
- Assisted in devising and implementing change management strategy, including a Material Design based digital style guide, to standardize visual language and ensure consistent, scalable design across all corporate digital assets.

Accenture, India (Sep 2014 – Apr 2016)

**Software Engineer**

- Implemented and maintained the invoicing system for Talisman Energy using SAP-ABAP.