

Snehal Ladke.

UX/UI Designer • San Francisco, CA

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I'm a UX/UI designer advocating for data-driven social & environmental impact. My skills involve complex problem-solving with a keen eye for visual design.

Education

Master of Design in Human-Computer Interaction

California College of the Arts, San Francisco

Systems Thinking, Design Leadership.
Capstone: Trauma-informed Design

Bachelor of Design in Communication Design

National Institute of Fashion Technology, Mumbai

Graphic Design, Design principles.
Capstone: Mental health awareness through visual narratives

Skills

Product Design, User Research (Qualitative, Quantitative)
Usability Testing, Product Strategy
Graphic Design, Design Systems
Illustration, Graphic Design
Collaboration & Story-telling

Tools

Figma, Adobe Creative Suite, Procreate, Keynote, Google Slides, Jira, Slack

Awards

Adobe Creative Jam Winner 2022

Placed 2nd out of 350+ participants.

Merit Scholarship at California College of the Arts (CCA)

Awarded upon acceptance and further extended in the program.

Fox Glove Silver (National & Regional) 2020

Led the Design Project at Blackhat Hospitality, supervising 2 junior designers.

Work Experience

Founding UX Designer | Research Improving People's lives (ripl.org)

Feb 2023 | Remote

- * As a founding designer, collaborated cross-functionally from the inception to launch. Led Research, Prototype & Testing of an administrative tool for state programs. Successfully onboarded 15 users within 1 month of launch.
- * Built and maintained Design Systems.
- * Initiated usability testing to identify design opportunities to highlight state benefits for unemployment insurance claimants increasing inquiry by 15%. Defined testing parameters, created prototypes & success metrics.
- * Conducted Design Audits to re-designed existing UIs for state jobseeker platform to enhance user experience.
- * Introduced internal design practices for impactful collaborations.

UX Designer (Contract) | Recidiviz

August 2022 – Feb 2023 | San Francisco

- * Designed intuitive user interfaces and data visualizations reflecting criminal data which was adopted by 21 partner organizations.
- * Responsible for maintaining Design Systems to ensure consistency and to expand, improve and document UI components.

Product Designer (Contract) | BART

Jan 2022 – March 2022 | San Francisco

- * Developed a 0-1 mobile app experience using BART's database to engage users towards public transport ridership.
- * Created data visualization for climate impact outcome with Climate & Data experts.
- * Led Project Strategy, Visual Design, Design System and Research focusing on human-centered outcomes.

Head Designer | Williams Marketing

Aug 2020 – Aug 2021 | Pune, India

- * Optimized web design to increase sales by 30% for UK-based e-commerce, hospitality and F&B platforms.
- * Developed graphic collaterals for marketing campaigns, resulting in enhanced brand visibility and increased customer engagement by 50%.

Design Team Lead | BlackHat Hospitality

Nov 2018 – Jan 2020 | Pune, India

- * Led a team of 6+ junior designers to strategize visual design outputs for print (OOH, onsite modules) and digital (Web, emailers) design for 10+ hospitality clients.

UI & Graphic Designer | Culture Machine

Aug 2016 – Aug 2018 | Mumbai, India

- * Created visually engaging digital content to enhance viewership by 40% along with increased brand sponsorships.

Product Design Intern | Finomena

Dec 2015 – April 2016 | New Delhi, India