

Shagun Parab | Service Designer | UX Researcher

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Service designer and human-centered design researcher with experience applying mixed methods to uncover user needs in digital products and services. Collaborative, detail-oriented, and impact-driven.

EXPERIENCE

Orcasound | UX Research Volunteer | July 2025 - Present | Seattle, WA (Remote)

Collaborating with UXR lead and other researchers to design and launch research for a ship noise mitigation initiative aimed at protecting orca populations in the Salish Sea. Empowering maritime stakeholders to adopt practices that reduce underwater noise impact on orca whales.

- Partnering with research leadership to establish actionable UX research goals and OKRs, shaping study direction to uniquely uncover barriers and motivators for maritime pilots striving to reduce ship noise in the Salish Sea.
- Engineered targeted interview guides for maritime pilots, unlocking nuanced insights that directly inform the interface design for marine conservation technology.

Optimal Living Systems | UX Research Intern | July 2025 | US (Remote)

Research for a not-for-profit AI platform focused on motivation and well-being.

- Led end-to-end design initiatives and unified collaboration between product, data, and engineering teams, resulting in a more efficient, user-driven data collection process for the platform.
- Mapped market landscapes and uncovered new product opportunities through competitive analysis, user interviews, and surveys, illuminating emerging trends in AI-powered motivation platforms.

Mayo Clinic x SCADPro | Service Designer & UX Researcher | March 2024 – May 2024 | Jacksonville, FL

Managed end-to-end project delivery across a 3-month Mayo Clinic campus safety initiative, coordinating research timelines with cross-functional stakeholders including facilities, digital teams, and executive leadership to deliver UX flows and behavioral interventions that projected 35% navigation efficiency improvement and 25% pedestrian compliance increase.

- Translated research findings into compelling narratives and executive-ready decks, integrating visual storytelling to support product redesign, a wellness campaign, and an enhanced wayfinding system.
- Tested and refined service touchpoints and behavioral nudges across mobile, campaign, and spatial initiatives.
- Collaborated with cross-functional stakeholders to convert research questions into testable hypotheses and prioritize research activities for maximum strategic impact.

Fractal Analytics | UX Research & Design Consultant | July 2021 – July 2023 | Mumbai, India

Served as a multifaceted designer, contributing to projects that combined visual design and user research. Partnered with product managers, engineers, and data scientists to solve business challenges in retail, CPG, and sustainability.

- Executed mixed-methods studies that improved communication efficiency by 20% for a Fortune 500 consumer packaged goods client.
- Designed questionnaires, analyzed and benchmarked industry trends, synthesizing findings into executive-ready presentations that informed product roadmaps and go-to-market strategies.
- Partnered with technical and non-technical partners to scope research engagements and ensure successful outcomes.
- Built and maintained a centralized UX research repository, enabling non-design colleagues to bring the users' voices into their work more confidently; this reduced prep time by nearly 50%.
- Boosted adoption of a national-scale open data platform through UX research, recognized by the Government of India for impact.

EDUCATION

Savannah College of Art & Design, MA in Service Design, 2023–2025

Indian School of Design & Innovation, BA in Visual Communication Design, 2016–2020

University of Mumbai, BA in Sociology, 2017–2019

SKILLS & TOOLS

Design and Research: Service design frameworks, service blueprints, ecosystem mapping, journey mapping, qualitative and quantitative research, interviews & survey design, cross-functional collaboration, stakeholder engagement, systems thinking, project management, root cause analysis, usability testing, JTBD, CSAT, CES impact metrics

Tools: Figma, Miro, Mural, Microsoft Office Suite, Adobe Creative Suite, Google Workspace, Power BI

Other Skills: Cross-functional collaboration, workshop & focus group facilitation, insight-driven strategy, LLM prompting