

Shagun Parab | UX Researcher

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EDUCATION

Savannah College of Art & Design <i>M.A Service Design</i> GPA 3.9	Savannah, GA May 2025
• Graduate Assistant at Student Counseling Services • Relevant coursework: UX research, design Innovation, systemic design for service innovation, UX metrics	

Indian School of Design & Innovation <i>Bachelors in Communication Design</i> GPA 3.6	Mumbai, India May 2020
• Campus Involvement: Student Council member • Relevant coursework: UX design	

University of Mumbai <i>B.A Sociology</i> GPA 3.7	Mumbai, India Jan 2020
• Relevant coursework: Social psychology & behavior	

WORK EXPERIENCE

Orcasound <i>UX Researcher</i>	Seattle, WA July 2025-Present
<i>Orcasound is a nonprofit connecting people to live underwater soundscapes to study and conserve orcas in the Salish Sea.</i>	
• Curated a research plan and interview guides for 6 maritime stakeholders, synthesizing insight into cohesive journey maps that revealed 4 key opportunity areas for enhancing ship noise mitigation efforts. • Co-designed the Shipnoise product interface, enabling maritime pilots and captains to monitor real-time ship acoustics and adjust noise levels near orca habitats, by creating accurate user flows. • Assisted the lead UX researcher in recruiting 10+ maritime stakeholders through embedded CTAs on the Shipnoise platform, strengthening the project's co-design process and ensuring user-led solution development. • Curated X+ page research plan and interview guides for 5+ maritime stakeholders, revealing 3+ \$X in business opportunities, by synthesizing insight into cohesive user journey maps	

Mayo Clinic <i>UX Researcher</i>	Jacksonville, FL March 2024-May 2024
<i>Human-centered design strategies to develop responsive crosswalks that promote a safer experience for patients and staff.</i>	
• Conducted UX research across a 3-month campus safety initiative, projecting a 35% navigation efficiency improvement and a 25% increase in pedestrian safety compliance, by leveraging behavioral interventions for campus archetypes. • Tested and refined service touchpoints and behavioral nudges for mobile, campaign, and spatial initiatives, directly improving user adoption and engagement, through usability testing. • Translated research findings into compelling narratives, supporting product redesign, wellness campaign initiatives, and enhanced wayfinding systems, by integrating visual storytelling and stakeholder feedback.	

Fractal Analytics <i>Design Consultant</i>	Mumbai, India July 2021-July 2023
<i>Fractal Analytics is an enterprise artificial intelligence (AI) business consulting company.</i>	
• Collaborated cross-functionally with product managers, engineers, and data scientists to solve business challenges in retail, CPG, and sustainability, resulting in strategic cross-team alignment, by facilitating joint workshops. • Executed mixed-methods studies that improved communication efficiency by 20% for a Fortune 500 CPG client, by integrating multi-modal survey and interview analysis. • 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 stakeholders to scope research engagements, ensuring outcomes aligned with business objectives, by leading project kickoffs and alignment meetings. • Built and maintained a centralized UX research repository, reducing prep time by 50% and empowering non-design colleagues to incorporate user insights into their work, by implementing standardized documentation and scalable knowledge mapping. • Boosted adoption of a national-scale open data platform, recognized by the Government of India, by designing targeted usability research and tailored onboarding experiences.	

SKILLS & RELEVANT CERTIFICATIONS

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

Research Methods: User interviews, qualitative and quantitative research, interviews & survey design, systems thinking, competitive analysis, prototyping, usability testing, Jobs-To-Be-Done (JTBD), CSAT, CES impact metrics

Certifications: Lextant Design Research & Insight Translation