

Shagun Parab

Jersey City, NJ | 912-482-6565 | shagun.parab5@gmail.com | www.linkedin.com/in/shagun-parab | https://www.shagunparab.com/

EDUCATION

Savannah College of Art & Design

Savannah, GA

M.A Service Design | GPA 3.9

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

Mumbai, India

Bachelors in Communication Design | GPA 3.6

May 2020

- Campus Involvement: Student Council member
- Relevant coursework: UX design

University of Mumbai

Mumbai, India

B.A Sociology | GPA 3.7

Jan 2020

- Relevant coursework: Anthropology, social psychology & behavior

WORK EXPERIENCE

Orcasound

Seattle, WA

UX Researcher

July 2025-Present

Orcasound is a nonprofit connecting people to live underwater soundscapes to study and conserve orcas in the Salish Sea.

- 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.

Mayo Clinic

Jacksonville, FL

UX Researcher

March 2024-May 2024

Human-centered design strategies to develop responsive crosswalks that promote a safer experience for patients and staff.

- 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

Mumbai, India

Design Consultant

July 2021-July 2023

Fractal Analytics is an enterprise artificial intelligence (AI) business consulting company.

- 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