

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 | May 2025
M.A Service Design | GPA 3.9
• 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 | May 2020
Bachelors in Communication Design | GPA 3.6
• Campus Involvement: Student Council member
• Relevant coursework: UX design

University of Mumbai | Mumbai, India | Jan 2020
B.A Sociology | GPA 3.7
• Relevant coursework: Anthropology, social psychology & behavior

WORK EXPERIENCE

Orcasound | Seattle, WA | July 2025-Present
UX Researcher
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 | March 2024-May 2024
UX Researcher
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 | July 2021-July 2023
Design Consultant
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