Shagun Parab | User Researcher | Qualitative and Quantitative

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WORK EXPERIENCE

Mayo Clinic x SCADPro   **March 2024 – May 2024**
Service Designer & Researcher   *Jacksonville, FL*
Collaborated with Mayo Clinic, through SCAD, to reimagine crosswalk experiences on their Jacksonville campus.

- Undertook sight and user research to map campus user archetypes.
- Applied behavioral nudges to redirect behaviors, aiming for a 25% increase in positive pedestrian behavior.
- Developed a safety campaign to promote safety, wellness and encourage visitors to explore the campus's scenic areas; projected to achieve a 25% increase in campus visitor engagement and 25% reduction in reported safety incidents within 6 months.
- Designed interactive wayfinding solutions leveraging user-centered design principles and real-time data analytics, expected to enhance navigation efficiency by 35% and elevate user satisfaction ratings based on pre-implementation feedback.

Fractal Analytics   **July 2021 – July 2023**
Design Consultant   *Mumbai, India*
Served as a multifaceted designer, contributing to projects that combined visual design and user research.

- Collaborated in a cross-functional team of engineers, consultants, data scientists, and behavior architects to solve business challenges in retail, CPG, and sustainability using mixed research methods.
- Conducted research for a Fortune 500 consumer-packaged goods client, uncovering insights that improved cross-vertical communication efficiency by 20%.
- Acknowledged by the Indian Government for aiding them in leveraging the value of open data for enhanced user adoption through their platform; conducted quantitative research and analyzed objective data as a task force researcher, unveiled patterns, and inferences that contributed to more precise predictions for the nation's future.
- Independently led research initiatives to elevate Fractal's CDP score and lower the GHG emissions; developed findings and solutions implemented by the travel team, prompting other stakeholders to pitch these measures to their clients.
- Co-authored a white paper on inclusive retail, involving research with key stakeholders followed by identification of best practices across industries; this led to the development of findings and proposed solutions which I presented to executive leaders at Fractal.
- Conducted a strategic foresight study based on design thinking, helping our CPG clients navigate the rapidly changing landscape of consumers, technology, and the industry and capitalize on opportunities in the market.
- Contributed to a study on distributed data clean rooms, their role in a cookie-less world and secure data sharing.
- Facilitated workshops for non-design colleagues, equipping them with visual principles to enhance their pitch deck efficiency.

EDUCATION

Savannah College of Art & Design | Master of Arts in Service Design (3.9 GPA)   **2023 - 2025**
The Indian School of Design & Innovation | Bachelor's Diploma in Communication Design   **2016 - 2020**
University of Mumbai | Bachelor of Arts in Sociology   **2017 - 2019**

CERTIFICATIONS, ACCOLADES & OTHER EXPERIENCES

Publications & Certificates
- India's Ministry of Electronics & IT, Jan 2023: Contribution to their OGD Taskforce
- Co-author & Visual Designer, 2022: Strategic Foresight Consumer Brands 2025
- Co-author, 2021: Distributed Data Clean Rooms

Internships & Volunteering
- Teaching Volunteer, Jan 2022: Teach for India
- Design Intern, Jan - March 2021: Landor & Fitch
- Design Volunteer, Nov 2020: Make a Wish India
- Thesis Student June 2019- Jan 2020: Studio Glyph
- Visual Design Intern July- August 2019: Schbang

SKILLS & TOOLS

Design & Research: UX Research, Contextual Interviews, Survey Design, Mixed Methods Research, Customer Insights Generation, Insights to Action, Metrics Analysis, Data Visualization, Data Analysis, Usability Testing, Systems Thinking, Affinity Mapping, Service Blueprint, Service Ecosystem Design, Stakeholder Mapping, Journey Mapping, Storyboarding, Co-creation Workshops
Tools & Software: Figma, Miro, Mural, Adobe Suite, Excel, Google Slides, Google Sheets, PowerPoint, Sketch, UserZoom, Axure
Others: Agile Working, Research Paper Writing, Foresight Studies, Trend Analysis, Cross Functional Collaboration, HTML, CSS