

# Shagun Parab

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## EDUCATION

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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

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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.
- 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.
- 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.

Mayo Clinic

Jacksonville, FL

*UX Researcher & Visual Designer*

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.
- Independently led research initiatives to elevate Fractal's Carbon Disclosure Project score and lower GHG emissions; developed findings and solutions implemented by the travel team, prompting other stakeholders to pitch these measures to their clients.
- 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.
- 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

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

**Design & Research Methods:** Qualitative and quantitative research, visual design, multi-channel campaign design, survey design, systems thinking, prototyping, usability testing, CSAT, CES impact metrics

**Certifications:** Lextant Design Research & Insight Translation