

# SHRIYA MARU

🌐 [www.shriyamaru.com](http://www.shriyamaru.com)

✉ [shriya.maru@gmail.com](mailto:shriya.maru@gmail.com)

in <https://www.linkedin.com/in/shriyamaru/>

## EDUCATION

BDES in Interaction Design  
Emily Carr University of Art +  
Design, Vancouver, BC  
2020 - 2024

## CERTIFICATIONS

- **TCPS CORE : 2022** course on Research Ethics based on the Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans

## AWARDS AND SCHOLARSHIPS

- **Best Student Project** at Vancouver UX Awards 2023

## HARD SKILLS

- Working in an agile environment
- Recruiting users and facilitating interviews
- Competitive research and analysis
- Thematic data analysis - card sorting and affinity mapping
- Identifying pain points to offer data-driven recommendations
- Designing conceptual frameworks
- Designing information architectures
- Low to high fidelity prototyping
- UX, usability and simulated testing
- Supporting colleagues on the team

## SOFT SKILLS

- Cross-functional collaboration
- Ability to advocate for user experiences
- Balancing user and business goals
- Organized and detail oriented
- Ability to develop skills on the go

## SOFTWARE SKILLS

- Figma, Adobe suite
- Kanban
- Blender
- Basics of HTML, CSS and JavaScript

## PROJECTS

### **UX/UI design | UX/UI design internship at Kardium**

Vancouver, Canada | May 2023 - present

- Worked as a UX/UI designer on a medical device software using lean design methodologies in an agile software development environment.
- Conducted design sprints with the senior UX designer to support feature development and improvement, prioritized based on user and business goals and development cost.
- Collaborated with the usability team including human factor engineers to recruit users and conduct usability tests to investigate the usability of features within medical software regulations.
- Worked with UI developers throughout the design process to understand the technical limitations, to handoff and answer questions during development cycles.

### **Product redesign | UX design internship at FirstHx**

Toronto, Canada | Sept - Dec 2022

- Conducted a 12 week design sprint, leading all efforts towards a redesign.
- Recruited and interviewed patients (new and old users of the product) to highlight pain points with the current product.
- Collaborated with cross functional teams to design an onboarding experience, progress tracker and to redesign the user interface.
- Advocated for user research and core design principles as the sole UX/UI designer on the team.

### **Our Dinner Table | Service, UX/UI design**

University project | Sept - Dec 2022

- Designed a one stop service that addresses the needs of seniors suffering from both food insecurity and senior isolation in Vancouver.
- Conducted competitor analysis to identify the gap, and brought overlooked stakeholders i.e. vulnerable seniors and culinary school students together, emphasizing mutual aid through the service.
- Prompted by a business model canvas I designed touchpoints that highlighted affordability and accessibility.
- Our Dinner Table may be taken forward by the Vancouver Economic Commission and Recycling Alternative.