

# SHRIYA MARU

[Email](#) | [Online portfolio](#) | [LinkedIn](#)

I am a user focused designer, armed with an analytical, problem solving, and a creative approach. I am passionate about the intersection of design, technology, and healthcare.

## EDUCATION

BDES in Interaction Design  
Emily Carr University of Art +  
Design, Vancouver, BC  
2020 - 2024  
GPA - 4.080 / 4.33

## DESIGN SKILLS

- Working in an agile environment
- Planning co-design activities
- Observational research in simulated environments
- Recruiting users and facilitating interviews
- Assessing competitors
- Synthesis of data - card sorting and affinity mapping
- Identifying and prioritizing insights to offer data-driven recommendations
- Designing conceptual frameworks
- Designing product and information architectures
- Low to high fidelity prototyping
- Planning and facilitating usability and simulated testing (software and hardware)

## RELEVANT SKILLS IN MED-TECH

- Experience working in an FDA regulated environment
- Supported human factor engineers in root-cause analysis
- Analyzing Instruction for Use (IFU) manuals to understand workflows
- Analyzing and editing clinical procedures in replay mode

## SOFT SKILLS

- Cross-functional collaboration with clinical specialists, product managers, developers and human factor engineers
- Self starter with the ability to work effectively in fast paced environments

## RELEVANT WORK EXPERIENCE

### 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.
- Lead and support feature development and improvement, prioritized based on user needs, business goals and development cost.
- Collaborated with 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.

## RELEVANT PROJECTS

### 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.

- Strong communication skills
- Adept at self managing time and deadlines
- Organized and detail oriented
- Adept at balancing humans, customer and business needs
- Ability to develop skills on the go

## **SOFTWARE SKILLS**

- Figma and FigJam
- Adobe CS and XD
- Kanban boards
- Miro
- Blender
- Basics of HTML, CSS and JavaScript

## **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
- **Audrey E. Jang Memorial Scholarship** 2023
- **Abraham J. Rogatnick Memorial Scholarship** 2022
- **Marjorie and Howard Isman Award** 2021
- **Emily Carr University Achievement Scholarship** 2021

## **LEADERSHIP**

### **Representative of the Design and Dynamic Media Faculty at Emily Carr Students' Union**

Vancouver, Canada | May 2022 - April 2023

- Elected as the representative of the DDM faculty, I was the bridge between the students and the administration.
- I was a key member of the communications team, designing assets for the union's website and social media.
- I was on the student employment task force, planning and strategizing to bring new members on board.