

SHRIYA MARU

UI/UX DESIGNER

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EDUCATION

BDES in Interaction Design
Emily Carr University of Art +
Design, Vancouver, BC
2020 - 2024
Current GPA: 4.116/4.3

DESIGN SKILLS

User-centric design
methodologies
UX design solutions
UI design
Data analysis and visualization

SOFT SKILLS

Goal-oriented
Collaborative
Strong communication skills
Open to challenges
Attention to detail

SOFTWARE SKILLS

Adobe suite
Figma
Social media platforms
Canva, iMovie's, Inshot
Magicavoxel and Blender
Basics of HTML, CSS and
JavaScript

INTERESTS

I have kept my passion for crafts
alive by rigorously involving myself
in art styles like macrame, mosaic
and bamboo art.

REFERENCES

Hope Akello

Interaction Design Faculty, Emily
Carr University of Art + Design
hakello@ecuad.ca

Ritika Arya

Creative director, magenta
ritika@teammagenta.com

PROJECTS

Naari | App for women's safety in India

University project | 2022

Women's safety is a grave problem in India. I have chosen to solve it with
technology. With a balance of advanced UX features and feedback giving
UI elements, Naari aims to support women in uncomfortable situations.

Samvedana | Service design

University project | 2022

There is a stigma attached to mental health in rural India. There is
limited access to help. This in turn leads to increased cases of suicide,
alcoholism and abuse. Samvedana, a three step service, targets the
younger generation to break the stigma and provide help in a safe and non-
judgemental environment.

LINGOlearn | Language learning and data visualisation tool

University project | 2022

In the age of technology, studying from textbooks is no longer fruitful.
Students need to be actively involved in the learning process. LINGOlearn
dispenses required information about the regional language of India,
through an interaction which includes the users active participation. The
use of dynamic media makes the student more receptive, increasing the
probability of retention.

WORK

Internship at magenta

Mumbai, India | 2022

Led the social media campaign for the organisation from May-August
2022, which included designing LinkedIn posts under the guidance of the
creative director. I was involved in developing a report for a client from
inception to fruition, contributing to both the editorial and design facets.

Representative of the Faculty of Design and Dynamic Media | Emily Carr Students' Union

Vancouver, Canada | 2022 - 2023

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

Souly Macramade | Proprietor

Self-initiated | 2021 - present

I run a small business which sells handmade macrame products.
I manage the production, social media marketing, and customer service.