Sneha Yalavarti

Designing creative solutions rooted in cognitive science and engineering principles

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EXPERIENCE

Tech4Good / *Product Designer*
Mar '23 - Aug' 24

- Co-developed Blossom, an interactive human bingo system leveraging participatory design to strengthen social bonds in collocated settings.
- Documented design insights and outcomes, with over 85% of participants reporting stronger peer connections.

Tech4Good / *UX Skill Building Team Lead*
Jan '24 - Aug '24

- Led and trained a team of 9 UX newcomers, creating research exercises that fast-tracked their readiness for high-impact lab projects.
- Conducted research with 50+ students to identify accessibility barriers and developed a centralized platform for UC Santa Cruz students to access on- and off-campus resources.

GBCS Group - SkyIt / *Lead UX Design Intern*
Jun '23 - Sep '23

- Designed and tested workflows, prototypes, and UI for an automated RFP generator, saving employees 5+ hours per proposal and improving efficiency.
- Led a team of 8 designers, implemented a priority pipeline deadline system, standardizing naming conventions and communication to reduce confusion on deadlines and project priorities, improving cross-team alignment.

Blueprint @ UC Santa Cruz / *UX Designer*
Oct '23 - Jun '24

- Redesigned an assessment web page for a Santa Cruz educational organization, enhancing usability and navigation to better support high school students struggling to find career options.

ASSIST Lab / *Research Assistant*
Jan '22 - Jun '22

- Conducted surveys and thematic analysis to inform feature recommendations, while developing an interactive social cues game in Unity for aiding teenagers with cleft lip & palate navigate social interactions.

EDUCATION

New York University
M.S. Integrated Design & Media
2024-2026, *GPA: 4.00*

UC, Santa Cruz
B.S. Cognitive Science(HCI)
Minor Computer Science
2020-2023, *Honors*

SKILLS

UX + Design:
Empathy Mapping, User Interviews, Competitive Research, Thematic Analysis, Qualitative/Quantitative Analysis, Ideation, Sketching, Storyboarding, Wireframing, User Flows, Interaction Design, Visual Design, Usability Testing, Heuristic Evaluations, Cross-functional Collaboration, Presenting.

Prototyping:
Figma, Adobe Creative Suite, Google Suite, Unity.

Development:
C, C++, CSS, HTML, JS, Python, SQL.

ACTIVITIES

GraceHacks: *UX Designer*

NYU MakerSpace: *Grad TA*

CTD: *Marketing Officer*

Voxel51 Hack ' 24: *Winner*

UCSC Baskin : *Tutor*