

SHREEYA BOHRA

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SUMMARY

UX Designer specializing in AI-powered product experiences. Currently designing conversational AI interfaces at ASU's EdPlus. Proven ability to research, design, and ship end-to-end — from usability testing to production handoff. Fluent in Claude, ChatGPT, Cursor, and Figma Make.

EXPERIENCE

- AI Product Designer | Arizona State University (EdPlus) | Tempe, AZ

Jun 2026 – Present

 - Design AI-driven conversational interfaces translating complex AI behavior into intuitive, trustworthy user flows
 - Use Claude, ChatGPT, Cursor, and Figma Make daily to accelerate ideation, research, and prototyping
 - Conduct usability testing on AI prototypes; translate findings into component-level improvements
 - Build and document design patterns for AI tools; partner with engineers on implementation and handoff
- GIT Grader | Arizona State University | Tempe, AZ

Mar 2026 – May 2026

 - Evaluated 50+ student design projects against usability heuristics, WCAG standards, and interface design principles
 - Developed written rubrics for UI/UX assessment criteria used across multiple course sections
- Sales & Marketing Intern | Arizona State University | Tempe, AZ

May 2025 – Oct 2025

 - Led full navigation redesign of the university website, improving user task-completion flow
 - Conducted user research and competitive analysis that directly informed design decisions and campaign strategy
- UI/UX Designer | CloudMellow | Dallas, TX

Jan 2024 – Dec 2024

 - Owned end-to-end feature design for web and mobile products; delivered wireframes, prototypes, and high-fidelity UI
 - Built and maintained Figma component libraries with variants; contributed to a scalable design system
 - Resolved user friction through usability testing, interviews, and A/B tests; applied WCAG accessibility standards
- Account Executive | Stellar Chicago | Chicago, IL

May 2023 – Jul 2023

 - Increased customer engagement by 20% through data-backed marketing strategy and cross-functional campaign execution

KEY PROJECTS

- Kashti

— Immigrant onboarding companion app for first 72 hours in a new country. 12 screens, Figma Make. shreeyaux.com
- Harbor

— Conversational AI agent for life re-entry. Built and shipped with React, Vercel, Claude API.
- Scoped

— AI PRD generator that flags scope conflicts and reframes by audience. Built and shipped with React, Vercel, Claude API.
- Triagen

— AI clinical decision support dashboard for hematology triage. Focus on explainability and clinician trust.
- AURA

— Privacy-first AI fitness coach. Focus on transparency, user agency, and ambient feedback.

EDUCATION

- M.S., User Experience Design

— Arizona State University — Expected Dec 2026
- B.S., Marketing & Digital Marketing

— University of Illinois Chicago — Dec 2023

SKILLS

- AI & Design: Claude, ChatGPT, Cursor, Figma, Figma Make, Framer, Adobe XD, Photoshop
- Research: User Research, Usability Testing, A/B Testing, Journey Mapping, Heuristic Evaluation
- Design: Conversational AI Design, Design Systems, Wireframing, Prototyping, WCAG 2.1 Accessibility
- Technical: HTML, CSS, React (basic), Vercel, Prompt Engineering

CERTIFICATIONS

- Maven: Transition into UX for Healthcare • AI Fluency Framework & Foundations • Google: Fundamentals of Digital Marketing • Product Design Virtual Experience Program • Microsoft: Product Strategy & Roadmapping (Coursera)