Aparna Somvanshi
Product Designer

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912-412-4994

Experience

Mailchimp • Product Design Intern

Audited the upsell moments across the web-app to find opportunities to increase conversion rates. Ideated and executed compelling visual solutions to convey and sell complex strategic concepts. Collaborated cross-functionally with Revenue Strategy, User Research and Engineering to synthesis insights used to create holistically end-to-end experiences.

June 2021 - August 2021 • Remote (Atlanta, GA)

SCADpro x HP • Project Manager

Co-managed project for HP, Adobe Intel, and Nvidia in collaboration with SCAD to increase brand awareness and usage for the Zbook product through an omni-channel approach to include experiences and other education-focused marketing tools, to show a specific audience the creative power of the Zbook.

January 2021 - Present • Savannah, GA (Remote)

SCADpro x The Coca-Cola Company / AMC • UX Lead

Created conceptual solutions for Coca-Cola and AMC Theatres in collaboration with SCAD to research and develop concepts to improve the in-theater experience.

September 2020 - November 2020 • Savannah, GA (Remote)

Rubix108 Technologies Private Limited • UI Design Intern

Designed interfaces for input-based entry login app, Tranix for school drivers on Android platform. Worked with Identity and Design team to create interfaces and information architecture for new application features focused on student end, RTotal.

May 2017 • Pune, India

Education

Savannah College of Art and Design (SCAD)

BFA in User Experience Design • Minor in Graphic Design
Student Engagement Coordinator - FLUX Club

3.86 GPA • September 2018 - May 2022

Tools

Figma	Framer	Adobe Aero	Keyshot
Adobe XD	Adobe Photoshop	InDesign	Spark AR
Sketch	Adobe Illustrator	Rhinoceros	Microsoft Office

Skills

UI Design	Prototyping	Primary + Secondary Research
Storytelling	Wireframing	User/Journey Flow
Data Visualization	User Testing	Information Architecture

Honors

International Design Awards • 2 Gold, 2 Honorable Mentions
Indigo Design Awards • Gold - 5, Silver - 9, Bronze - 6,
Core 77 Design Awards • Student Notable Interaction Award
FLUXathon x Duolingo 2020 • Second Place
SCAD Dean's List Winter 2019 - Present