

Shaunak Mirashi

UI/UX Designer with a background in Motion Graphics and Interaction Design, specializing in building interactive experiences that balance aesthetics with functionality. Aspiring to leverage my expertise in a role where I can contribute to innovative accessible and user-centric design solutions.

PROFESSIONAL WORK EXPERIENCE

Visual Design Intern — *Sam & Marshall, India*

May'24-Aug'25

- Defined the UI/UX and visual strategy for their expansion into bracelets. Led the end-to-end landing page design, optimizing information architecture, intuitive navigation, and conversion-driven layouts. Ensured a cohesive digital experience by aligning product storytelling across all touchpoints to maximize engagement.
- Developed targeted promotional content by analyzing media trends, creating high-impact social media graphics and 3D product visuals, resulting in a 12+ second increase in viewer retention on short-form content.

Multimedia Design Intern — *88GB Business Solutions, India*

May-Oct'22

- Implemented innovative motion graphics interaction techniques to enhance user experience on Netflix website designs while collaborating with the developers.
- Designed, developed, and managed immersive AR filter experiences for TEDx, applying insights from extensive user & market research to drive a 31% increase in brand engagement

TEACHING EXPERIENCE

Grader & Guest Lecturer – *UMD, College Park*

- Assessed UI/UX design projects for the Interaction Design course, offering detailed critiques on usability, navigation, and information architecture to enhance student learning. Additionally, delivered guest lectures on Photoshop and Motion Design in UI.

PROJECTS

AETHER — *Immersive Media Interaction Project*

Sep-Dec'23

Engineered a working interactive audio-reactive visual system for house parties and karaoke, using TouchDesigner to create projections that adapt to the music and vocals.

- Built a custom TouchDesigner pipeline to process audio input and dynamically visualize designed waveforms, spectrums, and particle effects in sync with music.
- User testing and iterative prototyping refined responsiveness, ensuring visuals adapt seamlessly to tempo, vocals, and audience movement while aligning with motion psychology principles for enhanced engagement.

Driver-Centric Instrument Panel Redesign

Sept-Oct'23

A next-generation car instrument panel integrating Augmented Reality (AR) navigation and adaptive UI, designed to reduce cognitive load and enhance driver awareness.

- Restructured information hierarchy, prioritizing critical driving data while reducing on-screen clutter for minimal distraction.
- Developed multiple wireframes, high-fidelity prototypes, and user flows with intuitive navigation, refined through iterative testing and peer feedback for effortless at-a-glance readability.

EDUCATION

Master of Science - Human-Computer Interaction

University of Maryland, College Park

Aug'23-May'25

Bachelor of Tech. in Computer Science (Major in Game Dev.)

Vellore Institute of Technology, India

Aug'19 - May'23

Washington D.C., Maryland, USA

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[LinkedIn Profile](#)

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SKILLS

Design & Visualization :

Visual UI Design, Interaction Design, Immersive Media Experience, Motion Graphics Design, User-Centered Design

Color Theory, Web Design, Typography, AI Image Generation, Wireframing, Prototyping, Information Architecture, Storyboarding, Rapid Testing, Interactive Data Visualization

Research & Analysis:

UX Research, User Interviews, Usability Testing, Accessibility Testing, User Persona Creation, Heuristic Evaluation, Affinity Diagram Creation, Experience Modeling, Journey Mapping, WCAG Compliance

3D Design & Development:

3D Modeling, AR Prototyping, Game Development, Game Designing, HTML, CSS, C++, C#, Javascript

TECHNICAL PROFICIENCIES

Figma, Spline, Adobe Suite [Illustrator, Photoshop, After Effects, Premiere Pro, XD, Lightroom, Aero, Acrobat], Miro, Midjourney, Stable Diffusion, Blender, Sketch, Marvel, Webflow, Meta Spark AR Studio, Tableau, Google Suite, WIX

CERTIFICATIONS

Introduction to User Experience Design

Offered by Georgia Tech University

Nov 2022

HTML, CSS, and Javascript for Web Developers

Offered by Johns Hopkins University

Oct 2020

