

Sneha Subramanyan

New York, NY | sneha.subramanyan@yahoo.com | +1 732 790 9980 | LinkedIn [sneha-subramanyan](#) | designbysneha.com

Summary

Experienced UI/UX professional with **2+ years of experience** creating user-centered, **cross-platform digital experiences across finance, healthcare, and enterprise platforms**. Skilled at translating complex requirements into intuitive experiences through research-driven design.

Experience

UI/UX Intern

[Nuware Tech Corp.](#)

June 2025 – Sept 2025, Iselin, NJ

- Partnered with Nuware's financial services arm to responsive web experience, collaborating with **C-suite executives and founders to improve transparency of investment portfolios** by categorizing funds across industry verticals and stages (pre-seed and seed)
- Led the redesign of the brand portfolio and visual system, defining **brand guidelines and scalable UI components aligned** to ensure consistent representation across financial and corporate digital touchpoints
- Delivered a live healthcare client's **QAR system dashboard** by translating requirements into interactive Figma prototypes, partnering with engineering to push approved changes to production, improving clarity and usability

Lead UX Designer

[Mayo Clinic](#)

Sept 2024 – Nov 2024, Savannah, GA

- Directed end-to-end UX design for a 3-month project with a 16-person team, collaborating with **clinicians, researchers, and engineers** to implement a patient-centered digital strategy by creating personas and journey maps to identify pain points
- Designed mobile-first, cross-platform **wayfinding and service navigation** tools, including wireframes, high-fidelity prototypes, a **scalable design system on Figma, and custom illustrations**, aligned with Mayo Clinic branding
- Conducted **50+ usability tests and workshops**, iterating on designs based on user feedback that simplified navigation flows, increased **task success by 25%**, and enhanced accessibility

Visual Designer

[Five Salts Pvt. Ltd. \(SALT\)](#)

Aug 2021 – Dec 2022, Bengaluru, India

- Worked with **C-suite executives and founders** to execute a design strategy for a library of **400+ financial literacy assets** tailored for novice female investors, growing followers from 0 to 23,000 within one year, and driving a 40% increase in active user engagement across marketing channels
- Created **original illustrations and brand assets** integrated into the digital Passbook product to enhance visual appeal and improve user understanding of expense categories, resulting in a **30% increase in feature adoption**

Exhibition

PULSE Art + Technology Festival 2026, Jepson Centre (Telfair Children's Art Museum)

Art of Adaptation

Jan 2026 – Jan 2026, Savannah, GA

- Designed research-driven interactive experience** using traditional Rangoli art form and created a sensor-responsive interface (RFID/Hall effect + Processing), with over 150+ users engaging through an intuitive and gamified UX
- Developed an AI Rangoli generator** built on Replit, translating research into interactive flows and capturing participant insights at scale

Education

Savannah College of Art and Design, Savannah, GA

MFA in Interactive Design

,Sept 2023 – Mar 2026

- Relevant Coursework:** UI Design, HTML, CSS, Information Architecture, Usability Testing, Design Systems

Srishti Institute of Art, Design and Technology, Bengaluru, India

Bachelor of Design in Human-Centered Design

Aug 2017 – Aug 2021

- Relevant Coursework:** Design Thinking, User Research, Heuristic Evaluation, Personas, Prototyping

Core Competencies

- UX Design:** User Flows, Wireframes, Prototyping, Design Systems, Journey Mapping, Component Libraries
- Research:** User Research, Usability Testing, A/B Testing, Competitive Analysis, Product Strategy,
- Tools:** Figma, Framer, Adobe Creative Cloud (Illustrator, Photoshop, XD), HTML/CSS, Claude, Replit, Procreate, Miro, Notion, Keynote

Awards

[Meta Creator Academy Award NY 2025:](#) Most Fun Leaderboard for Most Engaging/ Addictive game for Zap on Tap game

[Indigo Design Award 2025:](#) Gold in UX Interface Navigation, Gold in Virtual Reality Design, Silver in Interactive Design (recognized for immersive narrative-driven design) for the project Vision Designer

[Rookies Award 2025:](#) Rookie of the Year, Immersive Media for the project Vision Designer

[International Design Awards 2025:](#) Honorable Mention for the project Releaf in the Multimedia/Mobile / Web Application category

[Entelechy Awards 2025:](#) 1st Place for Best Video Prototyping and Best Innovation (Vision Designer)

[Hack IX 2025:](#) Future of Healthcare, MR Solution for Post-Surgery Recovery (Second Place)