Sneha Subramanyan

INTERACTIVE & PRODUCT DESIGNER

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Interactive and product designer with 2+ years taking loose briefs to working prototypes across fintech, healthcare and enterprise. I pair traditional craft in typography, illustration and brand systems with daily agentic workflows in Claude Code and Replit, moving between Figma and code to build interactive, data-driven and sensor-driven experiences.

EXPERIENCE

UI/UX Designer NuWare — Jun 2026 – Present · Iselin, NJ

- Designing conversational UX for an AI healthcare chatbot (Microsoft Copilot Studio + Power BI), mapping dialogue flows, fallback states and navigation, projected to cut clicks-to-answer and reduce support inquiries by ~30%.
- Building a reusable design system and dashboard pipeline in Claude Code that generates responsive, interactive HTML dashboards with design tokens, projected to cut design-to-production time by ~40%.

UI/UX Intern NuWare — Jun 2025 – Sep 2025 · Iselin, NJ

- Redesigned the brand portfolio and visual system for NuWare's financial services, standardizing how fund portfolios are presented to investors, now the firm's default investor-facing style.
- Built brand guidelines and a scalable UI component library that carried the identity across the firm's financial and corporate touchpoints, cutting design inconsistencies and speeding handoff to engineering.
- Shipped a healthcare client's QAR dashboard in Figma, turning requirements into production-ready UI that streamlined how staff review quality-assurance data.

UX Co-Lead Mayo Clinic — Sep 2024 – Nov 2024 · Contract · Savannah, GA

- Co-led UX and research for an 18-designer team creating a calming AR art tour experience for Mayo Clinic patients, visitors and staff, running 13 in-depth interviews, 100+ surveys and on-site fieldwork that surfaced 600+ insights and aligned the team on one strategy.
- Designed curated art-led journeys, a community reflection feature and AR-assisted art navigation, combining illustrated assets with UX to turn waiting and transition moments into calm, reflective pauses.
- In usability testing, 82% of users completed core tasks independently, with a 25% reduction in usability barriers.

Founding Team, Visual Designer SALT — Aug 2021 – Dec 2022 · Bengaluru, India

- Led visual design and illustration for a library of 400+ financial-literacy assets for novice female investors, growing followers from 0 to 23,000 in one year and driving a 40% lift in engagement.
- Created original illustrations and brand assets for the digital Passbook product, boosting feature adoption by 30% through clearer visuals.

LEADERSHIP

President · Vice President SCAD Loop, Interactive Design Club — Aug 2024 – Mar 2026 · Savannah, GA

- Vice President (Aug 2024 – Sep 2025), then President (Aug 2025 – Mar 2026). Built an engaged student community, planning workshops and guest sessions.

EXHIBITION

Art of Adaptation PULSE Art + Technology Festival 2026, Jepson Center (Telfair Museums) — Jan 2026 · Savannah, GA

- Designed an interactive Rangoli art installation with a sensor-responsive interface (RFID and Hall effect sensors, coded in Processing with Claude Code), with 150+ visitors engaging through a playful, gamified UX.
- Prototyped an AI Rangoli generator on Replit with agentic tools, turning cultural research into interactive flows.

EDUCATION

MFA, Interactive Design and Game Development Savannah College of Art and Design — Sep 2023 – Mar 2026 · Savannah, GA

Bachelor of Design in Human-Centered Design Srishti Manipal Institute of Art, Design and Technology — 2017 – 2021 · Bengaluru, India

AWARDS

Indigo Design Award 2025	Gold in UX Interface Navigation, Gold in Virtual Reality Design, Silver in Interactive Design for Vision Designer.
The Rookies 2025	Rookie of the Year, Immersive Media, for Vision Designer.
Meta Creator Academy 2025	Most Engaging / Addictive game for Zap on Tap, New York.
Entelechy Awards 2025	1st Place for Best Video Prototyping and Best Innovation for Vision Designer.
International Design Awards 2025	Honorable Mention, Multimedia / Mobile / Web Application, for Releaf.
SCAD Hack iX 2025	2nd Place, Future of Healthcare, for Hatchwell, an MR solution for post-surgery recovery.

SKILLS

UX & interaction: user flows, wireframes, prototyping, information architecture, usability testing, design systems, accessibility (WCAG).

Visual design: illustration, brand systems, typography, color and composition, layout, iconography, microinteractions.

Tools: Claude Code, Replit, HTML/CSS, Processing, Figma, Framer, Adobe Creative Cloud (Illustrator, Photoshop), Procreate, Miro, Notion, Keynote.