Shikha Shah

I channel my love for Design and Technology into solving and reimagining problems to enhance everyday life accessibility.

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EXPERIENCE

Conversational AI Experience Designer | UC Berkeley
August 2023 – December 2023

- Developed from ground up, an early stage Voice-based conversational GenAI-powered audio media platform, 'Reverb', resulting in a notable 25% increase in knowledge retention, particularly effective in multitasking scenarios prone to situational disability
- Revolutionized podcasting by addressing customer needs and key user pain points with dynamic interactive features like Q&A, summarization, note-taking and cross-referencing, greatly enhancing user experience while upholding ethical and privacy standards in AI applications
- Leveraged advanced AI, integrating Elevenlabs voice cloning and Whisper speech processing with OpenAI's GPT-4 to perform Retrieval Augmented Generation, source unstructured contextual knowledge to generate novel insights and enhance existing podcast content

UX Researcher | UC Berkeley
January 2023 – December 2023

- Synthesized research on embodied design and conducted experimentation validating principles of dexterous manipulation. Analyzed data from dozens of user interviews to inform need-finding and identify 5 evolutionary areas for product innovation, driving up user satisfaction by 70%
- Analyzed data of stimuli response extracted from biosensing gadgets, including Empatica, Pupil gaze tracker, Neurosky Mind EEG. Focused on deriving actionable insights on the biosensory responses to anthropomorphized images, reflecting the ability to evaluate product usability and contribute to research and planning phases

UX Designer | Accenture Labs x UC Berkeley
August 2023– December 2023

- Successfully led a collaborative design team to build a Computer-Vision based Augmented Reality coaching system for physiotherapists
- Conducted comprehensive usability testing, competitive analysis and user experience evaluations on the prototype with more than 10 physiotherapists, yielding critical insights to refine product functionality and enhance user interaction
- Implemented an end-to-end demonstration from conceptualization to implementation, focusing on minimized visual interaction using spatial audio as bio-feedback and optimized user experience by 75%

UX Researcher & Designer | Augmental Technologies, San Francisco
July 2023 – September 2023

- Led research on state-of-the-art mouthpad hardware wearable solution aimed at creating novel interaction designs to enhance the accessibility of smartphones, computers, and other connected devices for individuals with quadriplegia, with the emphasis on human error control, physical manipulation, and task analysis
- Developed and rigorously tested 15 innovative solutions, leading to significant hardware and mechanical improvements in an intra-oral user-interface device resulting in a 90% increase in device robustness improving product usability and a 21% reduction in sensor data inaccuracies showcasing reliability through detailed experimentation

Senior Chip Design Engineer | NXP Semiconductors, India
January 2019 – June 2022

- Collaborated cross-functionally with teams located in different time zones, including India, Austin, and Munich, to facilitate seamless communication, resolve design challenges, and ensure efficient project coordination
- Executed ASIC Physical Design RTL to GDS flow to meet timing and power specs with minimum die area as aBackend Physical Designer for vision/radar/ADAS-based auto-drive cars on 16 and 5nm finFET technology

EDUCATION

University of California, Berkeley
Master of Design - HCI, Innovation, Strategy
August 2022 - December 2023

Nirma University, India
Electronics and Communication Engineering
August 2015 - May 2019

SKILLS

Design Methodologies
Accessibility, Conversational AI, Design Thinking, Human-Computer Interaction, Interaction Design, User Experience Design, User Research, Wireframing, Prototyping, Design Strategy, Problem Solving, Usability Testing, User-centered Design

Design Tools/Frameworks
Physical Computing, C/C++, Arduino, Raspberry pi, Python, Touch Designer, Blender, Fusion 360, CAD, Adobe Creative Cloud, Figma, Audacity, Unity, HTML, CSS, JavaScript

Design Engineer
Machine Learning, Sensors, Gesture Recognition, Actuators, Biomechanics, Robotics, IoT, Digital Circuits, VLSI, ASIC Physical Design, STA

HONORS & AWARDS

SF Design Week Award 2023
Honorable Mention in Student Category for Interactive Digital-Twin Game

SkyDeck Pad-13, Berkeley 2023
Entrepreneur in Residence, Design Strategist

Collider Cup XI, SCET, UC Berkeley 2022
Innovative venture winner

CalHacks Hackathon, San Francisco 2022
Winner HealthTech Track

Distinguished Scholar Award, UC Berkeley 2022
Awarded for Demonstrating Competence in MDes

NXP Semiconductors, Global 2021
Award for raising the bar, taking initiative, demonstrating competence