

Snehal Ladke

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Work Experience

Sr. UX and Information Designer | MBTA

July 2024 – Current | Boston, MA

- Contributing to the design vision of the **public transit system** in efficiently **communicating complex information to riders** through a robust touchpoint eco-system around the metropolitan. Contributing to **UX, Usability testing & Research**.

Product Designer | SO Dsgn LLC

July 2023 – July 2024 | Remote

- Led foundational **Web design & visual design** efforts for versatile clients in Crypto, Real estate and SaaS including **Microsoft**

Founding UX Designer | Research Improving People’s lives (ripl.org)

Feb 2023 - June 2023 | Remote

- As a founding designer, collaborated cross-functionally from the inception to launch of a **SaaS administrative tool** for state programs of **New Jersey Department of Labor**. Successfully onboarded **15 users** within 1 month of launch.
- Initiated **usability testing** to identify design opportunities to highlight state benefits for Unemployment Insurance Claimants **increasing inquiry by 15%**. Defined **testing parameters & success metrics**.
- Conducted **Design Audits** to scope design needs & re-designed experiences for state jobseekers through government administrative data. Built and maintained **Design Systems** in compliance with USWDS.
- Introduced internal design practices for impactful & inclusive **collaborations**.

UX Designer (Contract) | Recidiviz

Aug 2022 – Feb 2023 | San Francisco, CA

- Designed **intuitive user interfaces and data visualizations** for **The Council of State Governments (CSG)** reflecting consensus-driven metrics for criminal justice data which was adopted by **21 partner organizations**.
- Responsible for maintaining **Design Systems** to ensure consistency

Product Designer (Contract) | Bay Area Rapid Transit (BART)

Jan 2022 – March 2022 | San Francisco, CA

- Developed a **0-1 mobile app experience** using BART’s database to engage users towards public transport ridership.
- Created **data visualization** for climate impact outcome with Climate & Data experts.

Head Designer | Williams Marketing

Aug 2020 – Aug 2021 | Pune, India

- Optimized **web design** to increase sales by 30% for UK-based e-commerce, hospitality and F&B platforms.
- Developed graphic collaterals for marketing campaigns, resulting in enhanced brand visibility and increased customer engagement by 50%.

Design Team Lead | BlackHat Hospitality

Nov 2018 – Jan 2020 | Pune, India

- Led a team of **6+ junior designers** to strategize visual design outputs for **print (OOH, onsite modules)** and **digital (Web, emailers) design** for 10+ hospitality clients.

UI & Graphic Designer | Culture Machine

Aug 2016 – Aug 2018 | Mumbai, India

- Created **visually engaging digital content** to enhance viewership by 40% along with increased brand sponsorships.

Education

M.Des in Human-Computer Interaction

California College of the Arts, San Francisco

B.Des in Communication Design

National Institute of Fashion Technology, Mumbai

Skills

Design Wire-framing, Information Architecture, Design Systems, Prototyping, Data Visualization, Design Systems, Responsive Design UI, Graphic Design, Illustration, Accessibility

Research Qualitative & Quantitate User Research, Usability testing, Heuristic Analysis, User Interviews, Personas , Affinity Mapping, Journey Mapping, Competitive Analysis

Soft Skills Cross-functional Collaboration, User-centered Approach, Systems thinking, Story-telling, Communication

Tools Figma, Adobe Creative Suite, Procreate, Keynote, Dovetail, Google Slides, Jira, Slack

Achievements

Adobe Creative Jam Winner 2022, Merit Scholarship at California College of the Arts (CCA) 2021, Fox Glove Silver (National & Regional) 2020