

Shashank Chandrashekar Karnad

UI/UX Designer · Product Design · shashankkarnad.xyz

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Profile

UI/UX designer with a Master of Design (Design Innovation) from the University of Sydney and a foundation in industrial design. Experienced in delivering customer-centred digital interfaces through research-led, iterative design processes. Skilled in translating qualitative and quantitative user insights into high-fidelity prototypes and optimised digital journeys, with a focus on accessibility, task completion, and measurable user experience outcomes. Comfortable working within agile delivery environments and collaborating closely with developers, product managers, and cross-functional teams.

Professional Experience

Pereyan LLP | *Product Design Intern* Jan 2023 – Dec 2023 · Bangalore, India

- Owned end-to-end UX design of a customer-facing website from discovery to delivery, applying usability heuristics and responsive design standards; iterative testing revealed key drop-off points that shaped the final interaction model.
- Ran competitive benchmarking and qualitative research across key user journeys, synthesising findings into design recommendations that directly influenced product prioritisation decisions.
- Designed and prototyped flat-pack toy products for children, applying child psychology research and hands-on user testing across multiple iterations to validate safety, playability, and assembly logic prior to production handoff.
- Presented design concepts to cross-functional stakeholders at key project milestones, incorporating structured feedback to refine direction and maintain alignment across development and product teams.

Instant Post | *Industrial Design Intern* Nov 2022 – Jan 2023 · Bangalore, India

- Contributed to concept development and physical prototyping of urban utility products, supporting the full design lifecycle from ideation through to user validation.
- Participated in structured usability testing sessions, synthesising feedback to refine product designs and improve functional outcomes ahead of final delivery.

Key Projects

Australia's Energy Transition | *Frazer Nash Consultancy — University of Sydney* Feb 2025 – Jun 2025 · Sydney

- Collaborated with Frazer Nash Consultancy on a visual communication project for complex energy systems, applying systems thinking to translate technical data into clear, accessible narratives for industry stakeholders.
- Designed data visualisations and information architecture that simplified the communication of transformation strategies across a multi-disciplinary audience.

Grove | *Independent UX Project — Elder Care App* 2024 – Present ·

- Designed an end-to-end digital platform spanning family caregivers, elderly users, and healthcare providers, with a focus on WCAG-informed accessibility, medication tracking, and remote health monitoring workflows.
- Conducted interviews and usability testing with elderly users and caregivers (3–4 participants) to identify unmet needs, translating insights into journey maps, wireframes, and a validated high-fidelity Figma prototype spanning 15+ screens.
- Documenting as a full UX case study covering research synthesis, design rationale, and iteration history, with portfolio write-up in progress.

Helpod | *University Project — Emergency Wearable Interface* 2022 – 2023 ·

- Designed the end-to-end UI for a GPS-enabled emergency wearable targeting at-risk individuals across a semester-long university project, solving for legibility and one-touch interaction under high-stress conditions where cognitive load is a critical constraint.
- Produced high-fidelity prototypes and ran multiple rounds of solo usability testing, refining alert hierarchy and interaction patterns until core emergency flows could be completed without instruction.

Skills & Tools

UX/UI Design | User flows, wireframing, journey mapping, interaction design, design systems, contextual inquiry, affinity mapping, usability testing

Design Tools | Figma, Framer, Adobe XD, Adobe Creative Cloud

Research Methods | User interviews, contextual inquiry, surveys, affinity mapping, A/B testing, qualitative synthesis, heuristic evaluation, systems thinking

Prototyping | Interactive prototypes, high-fidelity mockups, rapid iteration

Web Technologies | HTML5, CSS3 (working knowledge), responsive design, WCAG 2.1 accessibility standards

Ways of Working | Agile / scrum delivery, cross-functional collaboration, design QA and validation

Education

Master of Design (Design Innovation) — University of Sydney Feb 2024 – Jun 2025

Bachelor of Design (Industrial Design) — PES University, Bangalore Aug 2019 – May 2023