

# SHRIYA MARU

Vancouver, BC

[Portfolio](#) [LinkedIn](#) [Email](#)

## EDUCATION

BDES in Interaction Design  
Emily Carr University of Art +  
Design, Vancouver, BC  
GPA - 4.1 / 4.33

## DESIGN SKILLS

- Adopting the Double Diamond design framework and applying Lean UX methodologies in an Agile software development environment
- Conducting user research to identify user needs and goals within a clinical environment through interviews and by demonstrating prototypes to physicians
- Defining product requirements, business goals and criteria for success in collaboration with the product manager
- Developing concepts and low to high fidelity prototypes to test hypotheses and the usability of proposed solutions with clinical specialists
- Communicating evolving design concepts with key stakeholders like product owners, managers and subject matter experts
- Collaborating with software developers from development to launch to work around technical constraints resulting in a feasible outcome
- Planning, preparing and facilitating usability testing sessions with clinical specialists
- Translating designs into dev stories for implementation

## RELEVANT SKILLS

- 1.5 years of experience working in a medical product development environment
- Collaborated with electrophysiologists and lab technicians on improving the usability of software features and hardware components
- Familiar with medical terminologies and imaging technology like ICE, Fluoroscopy and CT scans

I am a user focused designer, armed with an analytical, problem solving, and a creative approach. I am interested in exploring the intersection of design, technology and healthcare.

## RELEVANT WORK

### UX/UI design | UX/UI designer at Kardium

Vancouver, Canada | May 2023 - present

- Working as a UX/UI designer on a medical device software using lean design methodologies in an agile software development environment.
- Leading and supporting feature development and improvement, prioritized based on user needs, business goals and development cost.
- Collaborating with human factor engineers to recruit users and conduct usability tests to investigate the usability of features within medical software regulations.
- Working with UI developers throughout the design process to understand the technical limitations, to handoff and answer questions during development cycles.

### Product redesign | UX/UI designer at FirstHx

Toronto, Canada | Sept 2022 - Dec 2022

- Conducted a 12 week design sprint, leading all efforts towards a redesign of a mobile first, digital patient intake form.
- Recruited and interviewed patients (new and old users of the product) to highlight pain points with the current product.
- Collaborated with cross functional teams to design an onboarding experience, progress tracker and to redesign the user interface.
- Advocated for user research and core design principles as the sole UX/UI designer on the team.

## RELEVANT PROJECTS

### Vocera Wave | UX/UI design

University project | January 2024 - May 2024

- Organizing the unstructured nurse call system, Vocera Wave is a patient driven call triaging system that optimizes the use of healthcare professionals' expertise by alerting appropriate hospital staff of patients needs.
- User interviews with healthcare professionals uncovered the challenge of under staffing and need for the distribution of workload. This led to inception of direct calls as a feature.
- Through academic research I recognized the intense alarm fatigue experienced by healthcare professionals which led me to design the delivery of alerts using haptic feedback on smart watches.
- Designed with the Diffusion of Innovations Theory in mind, it is not only usable but also primed for adoption.

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## SOFT SKILLS

- Strong oral and written communication skills
- Detail oriented and organized
- Ability to work collaboratively with the team
- Adept at balancing user and business needs
- Comfortable with ambiguity and have the ability to develop skills on the go

## SOFTWARE SKILLS

- Figma and FigJam
- Adobe CS and XD
- Miro
- Blender
- Basics of HTML, CSS and JavaScript

## CERTIFICATIONS

- **TCPS CORE : 2022** course on Research Ethics based on the Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans

## AWARD AND SCHOLARSHIPS

- **Best Student Project**  
Vancouver UX Awards  
2023
- **Audrey E. Jang Memorial Scholarship**  
2023
- **Abraham J. Rogatnick Memorial Scholarship**  
2022
- **Marjorie and Howard Isman Award**  
2022
- **Emily Carr University Achievement Scholarship**  
2021

## RELEVANT PROJECTS

### Our Dinner Table | Service, UX/UI design

University project | Sept - Dec 2022

- Our Dinner Table won the Best Student Project award at the Vancouver UX Awards in 2023.
- Designed a one stop service that addresses the needs of seniors suffering from both food insecurity and senior isolation in Vancouver.
- Conducted competitor analysis to identify the gap, and brought overlooked stakeholders i.e. vulnerable seniors and culinary school students together, emphasizing mutual aid through the service.
- Prompted by a business model canvas I designed touchpoints that highlighted affordability and accessibility.
- Our Dinner Table may be taken forward by the Vancouver Economic Commission and Recycling Alternative.