

# Surabhi Shroff UX Designer I

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## Work Experience

### Johnson Controls (JCI)

King of Prussia, PA

F/T UX Designer I, Oct 2021 – present

- UX Designer I of global UX team working on Digital Sustainability Manager Platform (OpenBlue NET Zero) for buildings
- This platform helps to keep track of carbon emissions and recommend how to reach zero emissions by the target year as per Paris agreement guidelines
- My role is to understand the problem, conduct research and give effective solutions, creating prototypes of all levels of fidelity and conduct usability testing with the internal and external stakeholders. This is all done by collaborating with the project manager, UX lead and internal team members
- We work closely with energy engineers, developers and internal team members to come-up with data visualization and each feature in the dashboard which will help the users to reach their NET Zero targets and goals

### Johnson Controls (JCI)

King of Prussia, PA

F/T UX Designer I, Mar 2021 – Oct 2021

- UX Designer of an agile team working on a multi-million dollar platform called Selection Navigator
- Designing golden standard for configuring selectors and a project list dashboard which helps estimators to generate quick quotes and create projects. As design and drafting software, these tools consists of custom 3D rendering, numerous design features and strict engineering rules that guide the user through their process. This is all done in collaboration with Project Manager, UX lead and other team members
- We work closely with engineering stakeholders to define the technical requirements for each feature. These tools are currently being built in an iterative agile fashion

### Key Medium LLC

Philadelphia, PA

CPT, Summer Internship

F/T UX Design/Research Intern, Jun 2020 – Aug 2020

- Planned, coordinated and facilitated the kickoff, workshop and brainstorming session for Key Medium's clients
- Based on the user research, created user journey maps, personas and site maps for various projects
- Collaborated with the internal team and worked on designing prototypes at various levels of fidelity
- Created Site Audits, accessibility audits and social media audits to improve the user interface, traffic and user retention

### Thomas Jefferson University

Graduate Assistantship

Philadelphia, PA

P/T UX Designer & Instructional Designer, Oct 2019 – Feb 2021

- Designed a gaming app specifically focused to help medical students learn about the structure and relationship of the liver in a fun and engaging way
- Coordinated with developers and doctors to design the game
- Also, designed interactive learning (LMS) experience to enhance medical students understanding of Human Anatomy

## Education

### M.S. User Experience and Interaction Design, 2020

Thomas Jefferson University

Philadelphia, PA

GPA – 3.73

### PG D Visual Communication Design, 2018

London College of Communication,

University of The Arts London

London, United Kingdom

Grade – B-

### B.Arch with Interior Design, 2015

College of Architecture, SVIT

Vasad, India

Grade – A

## Software Skills

Adobe Creative Suite, Sketch, Principle, Figma, Invision, Miro, Atlassian / JIRA, Axure Devops, Storyline 360, Autodesk Autocad, Autodesk Revit, Sketchup

## Technical Skills

HTML, CSS, JavaScript, JQuery, p5.js

## Design Skills

User Centered - Design, User Research, Product Strategy, Interaction Design, Visual Design, Prototyping, Storytelling, Motion Design, Wireframing, Journey Mapping, Personas, Information Architecture, Usability testing

## Awards

### Philadelphia, PA

2019

The project 'Park in a Truck' was selected for best in design category at Design Philadelphia 2019. For more information click [here](#) & featured [here](#)

### Academic Scholarship

2017- 18

Awarded by University of The Arts London, 'The Great Indian Scholarship' for PG D

### Gujarat, India

2015

Received a gold medal for best thesis in B. Arch with Interior Design