

Smera Shetty

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Professional Summary

- Psychology and design student with a background spanning UX research, visual design, and human behaviour.
- Hands-on experience across government, startup, and non-profit contexts in Product Design, user research, wireframing, and prototyping (Figma, Adobe Suite).
- Skilled at creating accessible, visually engaging, and cohesive digital experiences.
- Strong collaboration, branding, and content strategy skills from design and marketing roles.

Skills

Design Tools: Figma, Adobe XD, Adobe Illustrator, Canva

UX Methods: Wireframing, Prototyping, User Research, Usability Testing, Accessibility, User Journey Mapping, Design Thinking

Technical: R, Python, HTML, CSS, Claude, Copilot

Other Skills: Team Collaboration, Visual Storytelling, Branding, Content Creation, Content Strategy, Event Marketing

Education

University of Waterloo, ON

2023 – Present

Bachelor of Arts in Honours Psychology, Research Intensive Specialisation

Graduating April 2028

- Relevant Coursework: User Experience, Critical Design Thinking, Research Methods, Cognitive Psychology.

Atlas Skilltech University, India

2022 – 2023

Bachelor of Technology in Artificial Intelligence and Machine Learning

- Relevant Coursework: R Programming, Python, Design Fundamentals, Data Visualisation, Data Analysis, Microsoft Excel.

Experience

Jr User Experience Designer/Jr Technical Analyst, Ontario Ministry of Transportation

Jan 2026 – April 2026

- Contributed to UX research and design for the Ontario Exposure Registry, improving accessibility and usability of public-facing government services.
- Conducted user research (interviews, note-taking, usability testing) and synthesized findings into personas and user journey maps.
- Collaborated with cross-functional teams in an Agile environment.
- Led independent research into AI integration within UX workflows: conducted, synthesized, and analyzed findings autonomously, then presented recommendations to project leads.
- Served as Student Lead, organizing team activities and co-leading a hybrid event across multiple offices.
- [View case study at smerashetty.com](https://smerashetty.com)

UX/UI Designer, Kisan4U

Jul 2025 – Aug 2025

- Worked in a fast-paced startup environment designing an accessible e-commerce platform for farmers and suppliers.
- Designed and prototyped an intuitive website with clear interface elements, improving accessibility and usability.
- Conducted user research and usability testing, increasing user comprehension of the platform by 60%.
- Delivered a redesign that strengthened calls-to-action and enabled faster, easier navigation for low-literacy users.
- [View case study at smerashetty.com](https://smerashetty.com)

Design & Marketing Intern, Peace for All Canada

Jun 2025 – Aug 2025

- Designed and scheduled social media posts to promote events and campaigns, increasing engagement.
- Created promotional materials, including posters, reels, and stories for Instagram and Facebook.
- Assisted in content planning and strategy for community outreach.

Marketing Coordinator, UW Indian Cultural Association

Aug 2025 – Present

- Designed and managed marketing content (social media posts, posters, reels) to promote cultural events.
- Collaborated with the executive team to execute promotion strategies and maintain a consistent brand image.
- Boosted student engagement through campaigns, content calendars, and live event coverage.

UX/UI Designer, GooseConnect – UX Course Project

Nov 2024 – Dec 2024

- Designed a prototype app to help Waterloo students build communities.
- Conducted user research, developed customer profiles, and mapped user journeys.
- Built an intuitive design in Figma to remove social barriers and promote connections.
- [View case study at smerashetty.com](https://smerashetty.com)