Shreeraj Narwade

Product Designer, UX Researcher and Design Engineer

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SUMMARY

Architect-trained product designer (B.Arch., 2026) who turns observed behavior into systems; designs and ships web prototypes with Figma, AI tools (Claude, Figma Make, Grok, Cursor, Google AI Studio), GitHub and Vercel.

EXPERIENCE

AcuAI Labs, Product Designer Intern | Mumbai, India | Remote | Oct 2026 - Present

- Redesigned source-connection/product-import (setup, import, sync, status, error recovery) on a live, early-stage e-commerce catalogue-performance platform for brands with large SKU catalogues; handed over for deployment.
- Redesigned catalogue publishing (rule/date creative assignment with fallbacks, field mapping, include/exclude filters, outgoing data preview, change review, ad-platform connection, sync/publish history, failure states); handed over for deployment with the above.
- Independently designed and built a new marketing website; founder-approved, pending launch.

Anagram Architects, Architectural Intern | New Delhi, India | Nov 2024 - May 2025 | 6 Months

- Owned plans, sections, renders and client presentations for Prakriti School (Greater Noida) from concept through execution-set release, coordinating with structural and MEP consultants; repeated client changes and scattered approvals became the brief for Ledger.
- When the ARKS Studio (Mumbai) client felt 7 ft beams made the store feel low, iterated on mirror-clad beam fascias reflecting the Barrisol ceiling to add perceived height, which was implemented.

LocalxSociety, Architectural Intern | Paris, Barcelona, Madrid, Lisbon | Apr 2024 - May 2024 | 1 Month

- For a Government of Portugal / FabLab Lisbon market-site brief, led a two-person team: ran field research in 4 cities and precedent analysis, leading to the ABRIR / OPEN adaptive-reuse proposal.

PROJECTS

Found It, Privacy-First Subscription Tracker | Case Study + Live Prototype | Oct 2026 | 4 Weeks

- Ran interviews, a diary study and a **214-person survey** on losing track of subscriptions (**71% would not link a bank** to another app due to low trust; **64% had been charged** for something they meant to cancel); designed a tracker on local CSV statement imports.
- Evaluated bank linking, email scanning and manual tracking; designed a recurring-charge detection workflow and spending overview, refined through usability testing rounds.

Otla Pages, A Hand-Drawn Digital Library | Design + Build, Live | Oct 2026

- Hand-drew, designed and coded a digital library with AI assistance for my writing, from first sketch to live site: **four rooms** (poetry shelf, story shelf, writing room, guestbook) with shareable links for every book and piece.
- Sketched every visual by hand and translated drawings into code, with no stock or AI imagery; built a **custom reader** for my 4 poetry books with keyboard page turns, a plain-text edition and a skip link; named it from the otla (Maharashtrian doorstep seat) and wrote the brand and interface copy.

Ledger, Decision and Approval App for Architects and Clients | Case Study + Live Prototype | Oct 2026 | 3 Weeks

- Saw approvals and client changes at Anagram scattered across email, WhatsApp and files, causing rework; designed **one shared record** for drawings, decisions, changes and explicit client sign-off.
- Defined the information architecture, project timeline and no-account client access; built with AI tools, GitHub and Vercel; live concept on sample data.

Plain Paper, Research Reader Design Concept | Case Study + Live Prototype | Oct 2026 | 4 Weeks

- Explored why dense abstracts and jargon keep non-specialists from understanding research; compared **six solution directions** and designed an AI reader with a structured summary, in-context jargon explanations and guided questions, keeping the original text and its limitations.

B.Arch. Thesis, Behavior-Driven Modular System | Thesis Page | Aug 2025 - Apr 2026 | 8 Months

- Research phase: asked how street form (width, edges, plinths, walls, thresholds) shapes behavior; mapped density, duration, activity and demographics on 4 street types (**50+ hours at each site**), synthesized through Gibson's affordances.
- Design phase: turned insights into **The Kit**, pre-cast concrete modules grouped by behavior (To Sit, Play, Read, Perform, Balance, Refresh), with specs and two manuals, much like a design system.

EDUCATION & CERTIFICATIONS

School of Environment & Architecture, Bachelor of Architecture | Mumbai | Dec 2021 - Apr 2026

- **CGPA 3.5/4** | 1st place, Esri StoryMaps contest, CEPT University (2022) | Class Representative, 2021 - 2022
- Google UX courses, Coursera (2026): UX Design Foundations, UX Design Process, Wireframes and Prototypes, UX Research

WRITING

4 poetry books (*The Universe Between Us; Window Seat, Facing Backward; Learning You, by Heart; Two Time Zones From Home*), on Otla Pages, plus essays on perception and decision-making (Substack).

SKILLS & TOOLS

UX & Research: User research (qualitative and quantitative), survey design, behavioral mapping, competitive analysis, personas, journey mapping, information architecture, user flows, wireframing, prototyping
Design: Figma, Framer, Photoshop, Illustrator, InDesign; AI prototyping, HTML/CSS, GitHub, Vercel
3D & Visualization: Rhino, Grasshopper, SketchUp, Blender, Enscape, Lumion, V-Ray, AutoCAD, Revit
Other: Python (basic), QGIS, Premiere Pro, DaVinci Resolve | Languages: English, Hindi, Marathi