Sneha Tiwari

RECENT ACADEMIC PROJECTS

BeZubaan: Be the Voice for the Voiceless (HCIPAI Awards, IndiaHCI 2024 – Student Design Category, Consolation Winner)
Role: UI/UX Designer

Aug 2024 - Oct 2024, MIT Institute of Design

- Designed and developed an app to tackle stray animal cruelty and promote ethical treatment.
- Conducted ethnographic field research to identify pain points in current animal welfare reporting and rescue processes.
- Engaged stakeholders (rescue volunteers, NGOs, citizens) through participatory design sessions to co-create features.
- Iteratively prototyped and usability-tested the interface, improving reporting efficiency and accessibility.

Designing a Gesture-based Game for Immersive Advertisements in Urban Spaces of India
Role: Interaction Designer, Researcher

Jun 2025 - Jul 2025, IIT Bombay

- Designed and evaluated a gesture-based interaction advergame to enhance engagement in public-space advertising using Unity and Python + MediaPipe.
- Conducted 30+ user sessions to assess intuitiveness, emotional response, and recall.
- Findings informed interactive ad strategies for higher public participation.

EXPERIENCE

Design Intern- **DeF Lab, IIT Bombay** (Jun 2025- July 2025)
Completed a gesture-based advergame project, tested with 30+ users to improve engagement in public-space advertising.

Freelance UX Designer- **Reallives** (Dec 2024- Feb 2025)
Lead the redesign and enhancement of multiple websites for RealLives, focusing on improving user experience, functionality, and design.

Freelance UX Designer- **Briqen AI** (Oct 2024- Nov 2025)
Redesigned the websites for Briqen AI, focusing on improving user experience, functionality, and design.

EXTRACURRICULAR

Jury Member- IdeaSpark 2025, MIT ADT School of Engineering
Design Lead- AI Club, VIT Bhopal (2021-2023)
Design Co-ordinator- E-Cell, VIT Bhopal (2021)
Head of PR & Social Media- Girl Up Lucknow, a UN initiative under Girl Up, India (2021-2022)
Organizing Committee member- Advitya 2022, VIT Bhopal

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Portfolio | Linkedin | Behance

EDUCATION

Master of Design in User Experience Design - MIT Institute of Design, Pune (2024 - 2026)
CGPA: 8.70

Bachelor of Technology in Computer Science with specialisation in AI & ML - Vellore Institute of Technology, Bhopal (2020 - 2024)
CGPA: 8.64

SKILLS

User Interviews, Focus Groups, Usability Testing, Thematic Analysis, Affinity Mapping, Persona Development, Journey Mapping, Human-Centered Design, Wireframing & Prototyping, Cross-Functional Collaboration, Research Storytelling

CERTIFICATIONS

Getting Started with Agentic AI- Great Learning

Google UX Design Professional Certificate- Coursera

RECOGNITIONS

Winner- Tata Motors Design Thinking Workshop
Tata Motors x MIT-ID, Pune

Consolation Prize- IndiaHCI 2024
Student Design Category, HCIPAI Awards

First Prize, Aspire for Her 2021
Best First Time Hacker