

SAMRUDHI KOKATE

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EDUCATION

Pace University, Seidenberg School of Computer Science and Information Systems | New York, NY May 2025

Master of Science (MS) in Human Centered Design

Courses: Cognitive Science & Technology | Ethics of Artificial Intelligence (AI) | Virtual & Immersive Experience Design (VR) | Human Computer Interactions | Prototyping & User Experience | Human Factors, Ergonomics & Usability | Programming User Interfaces

MIT Art, Design & Technology University | India July 2022

Bachelor of Fine Arts (BA) in Applied Arts; Specialization in Branding & Curation

EXPERIENCE

Media & Graphics Designer, New York City Transit (NYCT), MTA | Brooklyn, NY January 2025 - Present

- Revamp training material for transportation Electronics & Maintenance Division by optimizing video content, boosting **information retention by 35%**, & enhancing engagement through interactive learning
- Restored & modernized outdated video-based content into accessible web-based formats using **Adobe Premiere, Captivate & Moodle**, ensuring accessibility, interactivity & usability, implementing progressive disclosure techniques

Instructional Product Design Assistant, Design Studies Institute (Professor-Led Collab) | New York, NY January 2024 - Present

- Design a gamified Learning Management System (**LMS**) integrating UX laws & cognitive science principles to enhance engagement
- Led automation of design education, creating interactive **flashcards & slide templates** to improve learning retention by 40%
- Developed brand assets & strategic outreach to support the institute's accreditation process towards student engagement

Lead UX Designer, Swift Robotics | London (Remote) January 2022 – September 2023

- Designed & launched two **SaaS product MVPs**, increasing usability & functionality by 30% while improving user engagement
- Led brand & marketing design strategies, achieving a 40% increase in visibility & a 25% boost in brand awareness
- Represented Swift Robotics at the **G20 India Summit**, gaining recognition for contributions to innovation & robotic UX design

Creative Direction & Brand Design Strategist, Brandaily Project | India February 2021 – August 2021

- Executed strategic branding, web, & product design solutions for 20+ clients, driving 40% increase in client satisfaction & a 25% revenue growth while bringing new clientele
- Rebranded five companies by optimizing **brand identity, visual storytelling, & product launch** strategies to attract target audiences

NOTABLE EXPERIENTIAL PROJECTS

Ethical & Cultural Frameworks in Robotic Interactions (Cognitive Science & Anthropological Research) January 2025 – Present

- Develop a framework for ethical & culturally adaptive AI moderation in robotic interactions by leveraging expert interviews, surveys (**Delphi method**), & thematic analysis (**NVivo**)
- Integrated evaluation methods, including the Likert Scale, Semantic Differential Scale, & MCDA, to refine & validate **AI moderation**

Healthsphere Connect (Formerly Academic now Acurixx, Inc.) September 2023 – December 2023

- Designed UI/UX for academic project then led as Former Founding Design Lead to integrate NFC tags for **80+ SUS scores**
- Produced investment-ready prototype & product deck presented at **2 accelerator pitches** aligning with market demands & securing early investor interest

SKILLS

Design: UI/UX Design, Product Design, Interaction Design, Brand Design, Service Design, Creative Direction

Research Methodology: Affinity Mapping, Heuristic Evaluations, Organizational Psychology, Usability Testing, User Journeys, Design Thinking, Information Architecture, Accessibility (WCAG), Ethnographic Research, Agile UX

Tools: Figma, Spline, Figjam, Balsamiq, Microsoft 365, Adobe Creative Suite (Illustrator, Premiere Pro, Captivate), Google Analytics

Development: Unity, HTML, CSS

AWARDS & RECOGNITIONS

- Represented Swift Robotics at G20 Young Entrepreneur Alliance Summit (2023) for **innovative UX design contributions**
- **Won Smart City Robotics Competition**, Milton Keynes (2023) for standout robotics design solutions
- Recognized for Mother & Child Care Awareness (**Government of India**) for impactful branding campaign
- Featured Museum of Raw Thoughts at **NYC Design Factory Dossier** (Annual 2024) thoughtful 3D interaction & Responsive UX design

PROFESSIONAL ORGANIZATIONS

AI Ethics Forum (Pace University) | **Entrepreneurship in Emerging Economies** Harvard | **Interaction Design Foundation** (IxDF)