

SIMRAN CHHABRA

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Graduate student in NYU's Integrated Design & Media program with a background in UX design, community engagement, and creative prototyping. My work centers on building inclusive, impact-oriented tools. I enjoy collaborating on early-stage design projects, learning through prototyping, and bringing together design and empathy to serve real-world needs. I bring skills in user research, visual design, event facilitation, and prototyping with Figma, Adobe tools, and basic JavaScript.

SKILLS

Design & Prototyping: Figma, Adobe Illustrator, Canva, User Research, Journey Mapping, Design Thinking

Creative Tech & Tools: Arduino, Unreal Engine, JavaScript (basic)

Soft Skills: Community Building & Engagement, Visual Communication, Event Planning, Workshop Facilitation

EDUCATION

New York University - Tandon School of Engineering

Integrated Design & Media (MSc)

2024

National Institute of Fashion Technology, Gandhinagar, India

Bachelor of Design (B.Des)- Fashion Design

2014

PROFESSIONAL EXPERIENCE

Projects @ NYU

August 2024 - Present

- **GestureSketch (AI-Assisted Art Therapy Tool):** Built a gesture-controlled digital drawing platform using MediaPipe and JavaScript. Allowed users to draw in the air, change stroke size and color, and express emotions without physical tools.
- **Street Paws India (UX for Community Dog Rescue):** Designing a mobile app that helps citizens rescue, report, and feed stray dogs through neighborhood-based support. Leading user research, mapped user flows, and prototyped alert/reporting features.
- **The Transit Ally Map (Women's Subway Safety Project):** Designed a feminist UX intervention to improve women's emotional safety on NYC subways, including a heat-map layer and opt-in ride-check-in feature embedded within the MTA app. Conducted primary research, wrote a 4000-word HCI-based research paper, and proposed ambient safety design features grounded in lived experience.
- **Wearable Mood Tracker:** Engineered a real-time stress monitoring wearable using biometric sensors, offering subtle interventions through LED feedback and potential app integration.
- **Biomimicry & UX Innovation:** Led a research-driven design project inspired by spider webs to create bird-safe window solutions using UV-reflective materials.
- **Immersive VR Experiences:** Developed interactive VR environments in Unreal Engine, exploring spatial storytelling and intuitive user interactions for enhanced engagement through a retelling of Alice in Wonderland.

Pan India Projects Private Limited

July 2023 - July 2024

Head of Marketing

- Took initiative to **develop digital portals** and communication systems to improve field team coordination.
- Managed internal calendars, organized content for presentations, and handled ongoing email support.
- Oversaw design consistency across print and digital assets shared during trade events and exhibitions.

WeWork India

Apr 2022 - Jun 2023

Brand Associate

- Coordinated **75+ immersive events**, pop-ups and workshops, including space setup, scheduling, and guest experience.
- Managed photo documentation and content capture for campaigns and internal archives.
- **Designed branded materials** and flyers using Canva and Adobe tools to promote community events.
- Conducted **UX research** and audience analysis to improve digital interactions within shared spaces.
- Designed and tested **interactive content strategies** to improve accessibility and user engagement across digital platforms.

Si.Ch Clothing
Founder & Chief Designer

Aug 2021 - June 2023

- Founded a casual sustainable clothing brand and produced a collection of printed gender-neutral and sustainably manufactured shirts which sold over 400 pieces in a span of a year.
- Led an **interdisciplinary research initiative** to study Sri Lanka's biodiversity, translating cultural and environmental narratives into visual storytelling and design, an approach relevant to curatorial research and exhibition curation.
- Led **branding and digital content strategy**, ensuring cohesive and engaging visual storytelling.

BONOMI Pvt. Ltd., Bangalore
Brand & Marketing Associate

Nov 2021 - Feb 2022

- **Designed and developed interactive digital assets**, ensuring cohesive UX and narrative-driven engagement for an emerging brand.
- Spearheaded the **visual and storytelling strategy**, integrating research on audience engagement to optimize brand interaction.

Peepul Consulting, New Delhi
Brand Relations Associate

Mar 2021 - Nov 2021

- Developed **digital content strategies** for luxury clients, focusing on engagement and accessibility.
- Created digital press materials and content that shaped **public perception of artistic and cultural brands**.

COMMUNITY SERVICE

Integrated Animal Care Center (Auroville, India)

Sep 2022 - Dec 2022

Managed animal care and co-organized a fundraiser with the founder for shelter renovation and expansion

Boondh Cups (India)

Mar 2021 - Jul 2021

Provided menstrual hygiene education and resources to communities with limited access to healthcare in Gujarat, India with Boondh Cups, distributing reusable period products

Eka (India)

Jul 2015 - Dec 2015

Founded a non-profit to educate Ahmedabad middle schoolers on gender stereotypes, using workshops and a custom curriculum to challenge societal norms