

Sri Sharanya Sateesh

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[PORTFOLIO LINK](#)

UX/UI + Visual Designer

Human-Computer Interaction designer with experience in UX/UI, branding, and visual systems. Focused on UX research, prototyping, design systems, and AI-driven design workflows.

RELEVANT EXPERIENCE

UX-UI Designer

Dec. 2024 - May 2025

University of Cincinnati, College of Nursing | Cincinnati, OH

- Developed **UX research and design approaches for a grant-funded digital health application** supporting older adults with diabetes.
- **Evaluated complex health-information experiences** through an accessibility, readability, and usability lens to identify barriers for senior users.
- Applied **formative research, usability principles, accessibility standards, and healthcare-domain insights** to identify barriers in complex health-information experiences.
- Synthesized clinical guidelines, stakeholder input, and **user-centered design principles into accessible user flows and interaction patterns.**
- Created wireframes, prototypes, and high-fidelity Figma designs to **test and communicate proposed improvements.**

Multimedia Graphic Designer

May 2025 - Aug. 2025

1819 Innovation Hub, Cincinnati Innovation District | Cincinnati, OH

- Designed an **advertising billboard for Cincinnati/Northern Kentucky International Airport.**
- Increased average social media views from **600 to 14.9K (nearly 25x growth)** through enhanced photography, videography, and motion graphics content.
- **Designed brand-led digital experiences and visual systems** for startups across web, social, environmental, and campaign touchpoints.
- Owned **end-to-end production:** art direction, photography, video, motion, and brand communication.

Brand Designer

Sept. 2024 - Dec. 2024

University of Cincinnati, College of Co-op | Cincinnati, OH

- Designed the **official journal logo and visual identity** for academic publications.
- Developed visual identity assets that supported academic storytelling across publication formats.
- Created book and journal covers with **consistent editorial branding, typography, and layout systems.**

Web and Multimedia Designer

Aug. 2023 - Aug. 2024

Thrive Space India | Ahmedabad, India

- **Designed and launched the company website** from scratch, strengthening the brand's digital presence and **user-facing experience.**
- Created **web layouts, branded content, event graphics, storefront visuals, and merchandise** across multiple touchpoints.
- Produced motion graphics and digital assets to support **web engagement and brand storytelling.**
- **Designed marketing collateral** for conferences, events, and campaigns while maintaining **brand consistency across digital and physical formats.**

Packaging Designer

May 2023 - Aug. 2023

Icarus Design | Bangalore, India

- Conducted **design and market research** to understand category conventions, consumer needs, competitor positioning, and visual differentiation opportunities.
- Designed consumer packaging for **Tata, Imperial Blue, Badshah Masala, Eveready,** and more.
- Created **method-of-preparation icons and back-of-pack systems** for food products.
- Supported strategic positioning for an architecture-firm client through **market-landscape research and competitive visual-identity analysis.**
- Applied **consumer-centered design principles** to packaging layouts, ensuring visual appeal while supporting FMCG product usability and brand recognition.

RESEARCH/ PUBLICATIONS

Published on OhioLINK

http://rave.ohiolink.edu/etdc/view?acc_num=ucin1778863427109273

April 2026

Sateesh, S. S. (2026). *Beyond Prompting: Speculative Interface Explorations for Generative Moodboarding* [Master's thesis, University of Cincinnati]. OhioLINK Electronic Theses and Dissertations Center. http://rave.ohiolink.edu/etdc/view?acc_num=ucin1778863427109273

- **Published HCI design research on generative AI interfaces for early-stage brand moodboarding.**
- Conducted **HCI research examining how prompting interfaces shape creative direction**, ambiguity, and designer intent in generative AI workflows.
- Used **mixed-media research approach** combining literature review, comparative analysis of commercial and academic text-to-image tools, visual/interface critique, and speculative design prototyping.
- **Developed speculative interface prototypes that explored alternatives to conventional prompt-based workflows**, including more visual and iterative ways to guide AI-supported moodboard creation.
- **Developed a research point of view** on how interface design influences user behavior, decision-making, and trust in emerging generative-AI tools.
- **Produced research artifacts**, prototype concepts, and design recommendations communicating implications for future AI product experiences.

TEACHING EXPERIENCE

Design Theory and History Teaching Assistant

Aug. 2024 - April 2026

University of Cincinnati, College of Design, Art, Architecture & Planning | Cincinnati, OH

- **Designed visual lectures, presentation decks, research posters, and learning materials** for cohorts of more than 400 students.
- Translated complex design theory into visually clear, engaging, and **presentation-ready communication materials**.
- Collaborated with faculty to refine content, incorporate feedback, and improve the clarity and accessibility of academic materials.
- **Created research posters and visuals** for a More-than-Human Design study, translating theory into clear academic narratives.

DESIGN WORKSHOPS

Livewell Collaborative + Boeing, January - May 2025

GPA: 4.0

- **Conducted user-centered research** on passenger comfort, accessibility, and usability in aircraft interior experiences.
- Applied **generative research methods** to explore traveler needs, pain points, behaviors, and unmet accessibility needs across different passenger groups.
- **Participated in stakeholder workshops and collaborative design sessions** to gather perspectives, define opportunity areas, and align concepts with inclusive travel goals.
- Used **formative research**, observation, discussion-based feedback, and human-centered design methods to identify usability barriers and guide early concepts.
- Developed and refined concept prototypes to support **evaluative design discussions** around usability, comfort, accessibility, and passenger experience.

MIT Science Lab + HATCHI, August 2024 | Future of Mobility Design Certificate

- **Conducted participatory field research and co-creation activities** focused on urban mobility, well-being, and emerging transportation experiences.
- Used observation, discussion, and **collaborative design research methods** to explore how people experience mobility systems in everyday life.
- Synthesized research insights into future-facing **UX narratives and mobility concepts**.
- Leveraged **AI-supported ideation tools** to explore alternative service scenarios and human-centered mobility interventions.
- Examined the relationship between **emerging technology, service design, and inclusive urban experiences**.

EDUCATION

University of Cincinnati, College of Design, Art, Architecture & Planning | **Master of Design** 2024-2026 GPA: 4.0

- Human-Computer Interaction Design (STEM accredited)

Unitedworld Institute of Design | **Bachelor of Design** 2020-2024

GPA: 3.0

- Visual Communication

SKILLS

- **Branding & Marketing:** Visual identity, brand systems, campaign design, content strategy, art direction, editorial design, packaging
- **Graphic Design & Sales Enablement:** Presentation design, sales materials, campaign assets, executive-ready slide decks, visual storytelling, journey visuals, copywriting
- **UX/UI Design:** User flows, wireframes, interaction design, prototyping, accessibility, usability, interface design
- **Digital & Visual Design:** Information design, typography, layout, motion graphics, storytelling, content design
- **Creative Operations:** Creative revisions, proofing, visual QA, stakeholder collaboration, project coordination, brand consistency
- **Tools:** Adobe Creative Suite, Figma, PowerPoint, Sharepoint, Google Slides, Blender, CMS platforms
- **Focus Areas:** Healthcare Communication, Sales Enablement Design, Visual Storytelling, Messaging Experiences, Campaign Design, Presentation Design, Brand Systems, Digital Content, Motion & Video