

TAMANNA SHIROL

Product Designer

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EXPERIENCE

Product Design Intern June 2026 – August 2026
Yerba Buena Gardens Conservancy

- Spearheaded end-to-end product design for a mobile platform to increase Gen Z participation in the gardens, leading the product from user research and problem definition through MVP design and engineering handoff
- Conducted 11 user interviews and 2 moderated/unmoderated usability studies, translating qualitative insights into 4 core product features; iterated on Figma prototypes to achieve 84.8% task success and a 70 SUS score, exceeding the industry benchmark of 68
- Architected and built a functional MVP using Lovable and Cursor, translating a component-based Figma design system into deployable UI, with comprehensive handoff documentation for continued development by the internal IT team

Industrial Design Intern Jan 2026 – May 2026
School of Design @SFSU

- Designed and fabricated wooden pedestals and exhibition frames for the graduation showcase, applying manufacturing and finishing techniques to ensure structural integrity and precision craftsmanship
- Planned and coordinated interactive experiences and activities to enhance their showcase experience

Marketing Manager June 2025 – May 2026
Campus Recreation Department @SFSU

- Supervised 28 student staff across graphic design, video/photo, social media and brand ambassadors by providing hands-on guidance, regular check-ins, and a collaborative environment to deliver engaging content for campus events while also taking on graphic design projects to balance workload and prevent team burnout
- Collaborated with 5 Campus Recreation programs for upcoming events, applied requested marketing materials, ensuring consistency across digital/physical platforms therefore leading to increased student engagement

UX Design Apprentice June 2025 – Aug 2025
BRIDGEGOOD

- Conducted 12 stakeholder interviews and user research sessions with undocumented individuals to uncover user needs for a mobile app designed to help undocumented individuals access verified legal resources, built through partnerships with 6 Bay Area organizations
- Owned the end-to-end UX lifecycle from participant recruitment and wireframing to prototyping and usability testing to create research-driven high-fidelity solutions aligned with BRIDGEGOOD’s social impact mission
- Increased BRIDGEGOOD’s digital engagement by creating trend-driven video content and designing 14 custom Instagram stickers and public Giphy assets that generated 55K+ views and 3.8K+ interactions

Graphic Designer Dec 2024 – June 2025
Division of Graduate Studies and Career Development @SFSU

- Created 10+ visually engaging concepts and layouts weekly including brochures, flyers, emails, posters, stickers, logos, t-shirts, and digital graphics for print, display screens, and web, therefore increasing student engagement
- Designed and delivered all marketing and branding materials for the Division of Graduate Studies and Career Development, boosting awareness of student services and encouraging engagement with career, graduate school and educational resources

Design Research Intern Aug 2024 – Dec 2024
Nathan Shapira Design Archive, Center of Global Needs

- Researched and organized documentation and development of archive artifacts for collaborative research projects as well as designing promotional graphics and information design for the re-opening and the archive blog
- Collaborated with 3 interns in researching diversity, equity, and inclusive design for a Brazilian conference including drafting and editing the Design for All Institute of India publication Vol-20 No-1

LEADERSHIP

President Aug 2025 – May 2026
Industrial Designers Society of America Student Chapter at SFSU

- Executed 21-chapter events, including securing funding while managing budgets and moderating monthly meetings
- Successfully started a mentorship program for Industrial Design Students including researching design opportunities such as internships/scholarships for members
- Reinstated the IDSA student chapter at San Francisco State University in 2023

EDUCATION

New York University
M.S. in Emerging Technologies (Conc. in User Experience Design)

San Francisco State University
B.S. in Industrial Design
Minors in Visual Communication Design & Marketing
GPA: 3.9 (Dean’s List)

CERTIFICATIONS

Google UX Design
Coursera – May 25

Advanced Design
Offsite – Aug 24

SKILLS

Rapid Prototyping
UI/Visual Design
Wireframing
User Flows
Design Research
Illustration
Usability Testing
Storyboarding
3D Rendering
Computer - Aided Design
Interaction Design

TOOLS

Figma
Framer
Procreate
HTML/CSS
Adobe (Ai, Ps , Id)
Blender
Rhino
SolidWorks
Lovable
Cursor
Claude

FABRICATION

Wood & Metal Work
3D Printing
CNC Machine
Laser Cutting
Clay Making