SHEFALI PATEL

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EDUCATION

University of Michigan, Ann Arbor   **August 2022 - May 2024**
Master of Science in Information (Track: UX Research and Design) (CGPA 4.0/4.0)

Manipal University Jaipur, India   **July 2018 – June 2022**
Bachelor of Technology in Electronics and Communication with *Distinction* (CGPA 9.07/10)

PROFESSIONAL EXPERIENCE

Rocket Mortgage, LLC   *Remote (Albany, NY)*
Conversational Experience Designer   **March 2025 – Present**
- Lead the design of the Rocket Mortgage Servicing (RMS) chatbot, serving **2.7+ million mortgage clients**, by crafting optimized conversation flows and documentation that enhance usability and engagement.
- Refine system prompts, behavioral guardrails, and conversation tone for GenAI models to ensure responses are context-aware, compliant, and aligned with brand voice and user intent.
- Architect end-to-end conversational experiences—including intent mapping, edge case coverage, and multi-turn dialogue—while partnering with cross-functional teams to resolve NLP/NLU issues and drive continuous performance improvements.

Associate Conversational Experience Designer   **May 2024 – March 2025**
- Redesigned the RMS chatbot experience, evolving a rule-based system into a fully GenAI-powered assistant supporting a broad range of servicing intents including payments, account management, document handling, and loan information.
- Boosted containment rate from **46% to 75%** by refining natural language understanding (NLU) and optimizing conversation flows to efficiently handle complex, multi-intent scenarios with minimal escalation.

Rock Central, LLC (Rocket, LLC)   *Remote (Ann Arbor, MI)*
UX Design Intern   **January 2024 – April 2024**
- Spearheaded UX design initiatives within Rocket Central's Software Services team, to enhance accessibility for Rocket Companies' Investor Relations website, impacting **450K+ annual visitors**.
- Leveraged the Rocket Design System to optimize friction logging and utilized web accessibility checkers to enhance accessibility, culminating in the creation of a new prototype for Rocket Companies' Investor Relations website.

University of Michigan - Ann Arbor   *Ann Arbor, MI*
Graduate Student Instructor   **January 2024 – April 2024**
- Guided a diverse assembly of **190+ undergraduate students** through the intricacies of **SI 206: Data-Oriented Programming**, accentuating the significance of Python programming fundamentals and advanced techniques.
- Orchestrated interactive weekly discussions for a cohort of **45+ students**, curating stimulating discussion topics that delve into practical applications and real-world scenarios within Python programming.

Graduate Student Instructor   **August 2023 – December 2023**
- Instructed a diverse cohort of **130+ undergraduate students** in the course - **SI 307: Introduction to UX Design**, emphasizing portfolio development, design thinking, and proficiency in Figma.
- Facilitated dynamic weekly discussions for a cohort of **50+ students**, crafting engaging lesson plans, meticulously assessing assignments, and delivering comprehensive tutorials on Figma and essential UX research techniques.

Rock Central, LLC (Rocket, LLC)   *Remote (Ann Arbor, MI)*
Experience Design Intern   **May 2023 – August 2023**
- Successfully migrated TR Essentials, a Human Resource Management System software to a cutting-edge vendor solution marking a significant leap in optimizing HR processes for **22,000+ employees**.
- Collaborated with cross-functional teams in crafting user-centric designs, revolutionizing data entry and data security. Achieved a remarkable leap from an hours-long process to a **lightning-fast 10-second operation**, setting a new standard for efficiency and effectiveness.

University of Michigan - Ann Arbor   *Ann Arbor, MI*
Research Assistant II   **September 2022 – May 2023**
- Led Ericson Lab's Qualitative Research group, conducting innovative studies on interactive e-books.
- Executed **24+ user interviews**, applied advanced thematic analysis, and co-authored **1 research paper and 1 poster.**

Schneider Electric India Private Limited   *Remote (Mumbai, MH)*
Product Design Intern   **January 2022 – May 2022**
- Designed HES/MDP portal with **160+ screens** and an efficient navigation system for energy and automation monitoring capable of handling **millions of users** pan-India.
- Re-designed and shipped the 'Alarms' and 'Reports' modules of SmartComm PMS software; achieved a **16.3% conversion rate** and **4.7% adoption rate**.

UI/UX Design Intern   **August 2021 – October 2021**
- Designed the SmartComm Configurator portal with **50+ screens** and an efficient navigation system to add, edit, and conduct communication tests on panels deployed pan-India.
- Re-designed and shipped new user interface for SmartComm ABT dashboard; achieved a **90.41% reduction in bounce rate** and **15.8% increase in conversion rate** for the new navigation design.

Delta WebWorks   *Remote (Mumbai, MH)*
Lead UX Designer and Mentor   **September 2020 – July 2021**
- Led the design of **"India Fights Corona"** – COVID19 Help-Board and Emergency Reporting portal, facilitating emergency reporting and enabling collaboration between **2 NGOs in Jharkhand** for food distribution during lockdown.
- Mentored **23 junior designers** in Design Thinking, User Interface, and User Experience Design.

JEE Carnot   *Remote (Mumbai, MH)*
UI/UX Design Intern   **June 2020 – August 2020**
- Designed the mentor and mentee web portal for India's first JEE (Joint Entrance Exam) personal mentorship platform which led to more than **85% of users shifting from the mobile application to the web portal**.
- Achieved a significant **66.7% increase** in the number of JEE Carnot subscribers within a span of just 3 months.

SELECTED PROJECTS AND PUBLICATION

Sociotechnical Solutions Against Non-Consensual Intimate Media   **August 2023 – December 2023**
- Spearheaded the design and execution of **8+ semi-structured interviews** to gain deeper insights into user preferences on photo screenshotting and video screen recording on mobile devices for a project on safeguarding digital consent.
- Applied qualitative tagging to analyze interview data, deriving themes for **4 system design goals**.
- Co-authored L. Qiwei, L. Francesca, **P. Shefali**, et al., "Feminist Interaction Techniques: Social Consent Signals to Deter NCIM Screenshots," 37th Annual **ACM** Symposium on User Interface Software and Technology (UIST), 2024, Article 28, 1–14, DOI: 10.1145/3654777.3676380.

Peer Instruction in Interactive E-Books   **September 2022 – May 2023**
- Conducted **24+ in-depth semi-structured** interviews and thematic analysis to evaluate the effectiveness of synchronous and asynchronous Peer+ interfaces in supporting Peer Instruction (PI) across different learning contexts.
- Co-authored E. Barbara, G. Xingjian, W. Zihan, **P. Shefali**, et al., "Can a Free Tool in an Ebook Platform, Searchable Question Bank, and Summer Workshop Help Instructors Adopt Peer Instruction?", 56th **ACM** Technical Symposium on Computer Science Education V. 1 (SIGCSETS), 2025, 304-310, DOI: 10.1145/3641554.3701901.
- Co-authored E. Barbara, G. Xingjian, **P. Shefali,** et al., "Peer+: A Tool to Support Peer Instruction in Interactive Ebooks," 2023 **ACM** Conference on International Computing Education Research - Volume 2 (ICER), 2023, Vol. 2. Association for Computing Machinery, 48–49, DOI: 10.1145/3568812.3603489.

Mobile Application Design for Ambidextrous Training-Hand Switching   **September 2020 – September 2021**
- Designed an application enabling people with a dominant hand injury, musicians, and sportspersons to learn hand-switching.
- Authored and presented **P. Shefali** and S. Sneh, "Mobile Application Design for Ambidextrous Training-Hand Switching," 2021 **IEEE** 4th International Conference on Computing, Power and Communication Technologies (GUCON), 2021, pp. 1-6, DOI: 10.1109/GUCON50781.2021.9573783.
- *Design Copyright*: "Operating Manual for AmbiSwitch Application". *ROC Number L-108138/2021.*

TECHNICAL SKILLS

- **Design:** Interaction Design, Conversation Flows, Prompt Engineering, User Flows, Storyboarding, User Personas, Empathy Maps, Wireframing, Sketching, Prototyping
- **Research:** Surveys, User Interviews, Contextual Inquiry, Competitor Analysis, Cognitive Walkthrough, Usability Testing
- **Languages:** HTML, CSS, JavaScript, Python, C, PHP, SQL, Embedded C, MATLAB, VHDL, Bash
- **Tools:** Figma, Sketch, Voiceflow, IBM Watson, Lucidchart, Microsoft Office, Miro, Jira, Git, GitHub, Azure, InVision, Adobe XD, Adobe Illustrator, Adobe Photoshop, Balsamiq, Marvel, Atlas.ti