# Shivali Suryavanshi

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## Summary

A UX Designer with over 6 years of experience specializing in User-centered design and Agile methodology. I have a strong background in user research, wireframing, prototyping, and usability testing. Experience with conducting User research and Usability testing, building 0-1 products, and scaling new features to millions of users. Eager to leverage my expertise to drive impactful solutions as a UX Designer.

## Experience

### UX Analyst

**BBD Software**                                                                                                February 2022 - Present

- **Project 01: Online Gaming and Marketing** - Developed an innovative user experience for the Grosvenor casino audience, resulting in 30% increase in user engagement and 60% reduction in addictive behavior.
- Designed an intuitive UI/UX system that allowed customers to access information quickly and easily, resulting in a 30% reduction in customer wait times.
- Conducted user research to deeply understand target audiences, and identify the pain point
- Led a team of 3 UX/UI designers in creating a new mobile application which was released on time and within budget, resulting in a 15% increase in customer satisfaction ratings.
- **Project 02: Online Learning** -Created a customer feedback survey that was completed by over 1000 Students, providing valuable insights into the user experience of the company's products.
- Design and Conceptualized the Online learning platform.

  Created personas, wireframes, Interaction designs, and prototypes that drove user-centered design solutions and aligned with personality-oriented quiz.
- Delivered a complete Online learning platform (Mobile App) and Administration system.
- **Project 03: Finance and Travel** -Conducted website analysis & usability tests to improve overall User Experience.

  Worked with diverse teams to ensure cohesive instruction. Demonstrated SDLC, STLC, and Agile Project management.

### Freelance UX/UI Designer                                                                                  June-2021-2022

- created interactive prototypes, Low to high-fidelity Wireframes, Persona creation, Competitive research, and site maps.
- Provide Content strategy, Usability testing for Android, and User experience design.

### Assistant Professor

Govt. Engineering College                                                                         August 2018 - June 2021

- Implemented compressive online workshops series, actively participated in the evaluation process of examination, and contributed to significant research advancement in the field of Computer Science.
- Organized and managed all aspects of the Annual tech fest, workshops, and seminars.

## Skills

User Experience Design, User Research, Wireframing, Prototyping, Persona, Graphic design, Usability Testing, Story Boarding, Design thinking, Agile.

## Tools & Languages

Figma, Adobe, Sketch, InvisionMiro, Notion, Jira, Slack, Trello, MS-Office HTML, CSS, J.Script.

## Education

### Master of Business Administration

| Information Management and System | DAVV, Indore | 2018 | Grade- A |
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### Bachelor of Engineering

| Computer Science and Engineering | RGPV Bhopal | 2016 | Grade- A |
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## Certifications

AI for Designers – Interaction Design Foundation

Human-Computer Interaction- Interaction Design Foundation

Foundations of User Experience (UX) Design - Google