Saumya Shashi

PRODUCT DESIGNER

Total Exp: 6+ years (4+ years in UX)

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Dublin, Ireland | Stamp 1G

Portfolio:
www.saumyashashi.com

Linkedin | Medium

ABOUT ME

I am a Product Designer with over 6 years of multifaceted experience across diverse projects, encompassing SAAS products, B2B and B2C solutions, and spanning both mobile apps and websites. My expertise lies in the complete design lifecycle, from requirement gathering, research & analysis and design thinking to rapid prototyping, usability testing, and fostering cross-team collaboration to create empathy driven, tech adaptive and business effective solutions.

INDUSTRY EXPERIENCE

UX/UI DESIGNER | GAGAMULLER GROUP

Jan 2023 - April 2023 | Dublin, Ireland | Business Consulting and Services

- Conducted & documented Heuristic Analysis on the SAAS product leading to iterative changes & enhanced user satisfaction in the forthcoming quarter, in an Agile environment.
- Ideated & re-designed the Web Portal for the product website, coherent with brand guidelines; increasing the weekly click and enroll rate by 12% (targeted 15%).
- Developed Design System for the UX Design Team, by defining a captivating color palette, typography, icons etc reducing average delivery time by 2 weeks.

Tools: *Adobe XD, Illustrator, Wix, Jira, Google Suite, Microsoft Suite*

UX/UI DESIGNER | REALPAGE INC.

Aug 2021 - Aug 2022 | Hyderabad, India | Real Estate

- Led & directed a team of 2 designers in a B2B SAAS product design of a high revenue generating product, addressing real estate vendor concerns and intuitive data visualization, cutting support tickets by 30%.
- Mapped comprehensive service ecosystem- customer journey maps & service blueprints, optimizing stakeholder activities, interactions, and support processes.
- Designed Information Architecture, User Flows, integrated pre-existing design system, & created Wireframes, and prototypes for 3 projects (B2B & B2C).
- Executed Heuristic Analysis, Usability Testing, and A/B testing, improving decision-making and boosting user interactions by 10%.
- Applauded & recognized across teams for the proactive approach during collaboration with the international Client, Product, Business & Research teams.
- Balanced business and stakeholder needs with user-centric design, while ensuring team cohesion, resource efficiency, and design conviction (for 3 projects).

Tools: *Sketch, Figma, Miro, Figjam, Google Suite, Microsoft Suite, Playbook UX*

UX/UI DESIGNER | PREPSHIKSHA(AEPL)

Nov 2020 - Jul 2021 | Remote (India) | EdTech & E-learning

- Conducted Secondary Market Research & detailed Competitive Analysis to delineate the product & service landscape for the Phase 1 launch of the product.
- Created User Personas, User Flows, Information Architecture, Wire frames & Prototypes in a restricted time frame in collaboration across team.

Tools: *Figma, Miro, Microsoft Suite, Google Suite, Google analytics*

EDUCATION

University College Dublin
MSc. - Human-Computer Interaction
GPA: 3.59/4.2

Sant Gadge Baba Amravati University
BE - Electronics & Telecomm Engineering

ACADEMIC PROJECTS

Research Experience | MSc Thesis Grade: A-
Topic: Impact of Immersive Technologies in Pre-sales Housing Decision-Making Among Potential Property Buyers: A User Study
Methodology: User Survey & Interviews, Thematic Analysis
Sector: Real Estate
Technology: VR | AR | Web 3.0

TOOLS

Design: Figma|Sketch|Adobe CC, | Webflow | Wix | Illustrator | Procreate | Photoshop | InDesign
Collaborate: Miro | Figjam | Jira
Accessibility: WebAIM | accessiBe
Test: Lookback | Hotjar | Playbook UX
Research: Google Suite | MS Office | Atlas.ti
Styleguide: Zeplin

INDUSTRY EXPERIENCE

UX RESEARCHER & DESIGNER | RR CAMPUS COACHING INSTITUTE

Jan 2019 - Oct 2020 | Remote (India) | EdTech & E-learning

- Directed the launch of the first phase of the product online, through end-to-end design process & iterative collaboration with the business & development team
- Driven 'Primary & Secondary Research' from scratch including conducting interviews with 10 participants and running surveys for over 30+ participants.
- Implemented Thematic Analysis, Features Ideation & Conceptualisation.
- Brainstormed & documented User Flows & User Personas, Wireframes & Prototypes and performed Usability testing and analysis.
- Participated in co-writing sessions for content writing & also created the brand logo, illustrations & a cohesive design system.

Tools: *Figma, Miro, WebAIM, Lookback, Hotjar, Zeplin, Google Suite, Atlas.ti*

OTHER WORK EXPERIENCE

FREELANCE WORK (June 2016 - Dec 2018 | India)

UX/UI DESIGN (Learning) – Designed a specialized test module for a children's learning app, targeting the cognitive and educational needs of 3 to 5-year-olds, focusing on engaging and age-appropriate content delivery.

UX/UI DESIGN (Real-Estate) - Implemented a streamlined module in property management software for logging deliveries, exemplified by efficiently recording and notifying a resident of the arrival of their consignment at the leasing office.

UI DESIGN (Online Recruitment/Employment Services)– Redesigned the homepage of a job search website, enhancing user experience, improving navigation, and modernizing the layout to align with brand standards and increase engagement.

Content Writer (Learning) – Aggregated & Created Polity course content for UPSC-CSE to facilitate online learning through YouTube videos.

Tools: *Balsamiq Mockup, Sketch, Adobe XD, Microsoft Powerpoint*

SOFTWARE ENGINEER | TECHMAHINDRA LTD.

Jul 2011 - Mar 2014 | Pune, India | Telecommunication

- Batch Topper in the 4months extensive training with hands-on J2EE, HTML-CSS, jScript, Bootstrap, SQL/PLSQL.
- Redesigned the travel page to better meet business requirements by enhancing the GUI, consolidating fields to eliminate scrolling, and relocating complex functionalities to a secondary page accessible via a main page hyperlink; reducing page load time from 5 minutes to 2 seconds after submission.
- Developed an employee donation portal to facilitate CSR activities, enhancing corporate social responsibility engagement.
- Received *'Cookie' Award* for proactive performance and efficient client handling for Vodafone Australia, during CA Wily Introscope/Application Performance Management support.

Tools: *PeopleSoft, CA Wily, HP Loadrunner, Adobe Photoshop, Microsoft Powerpoint*

SKILLS

Service Design | User Research User Interviews & Surveys |Requirement Gathering | User requirements| User Persona, User stories, User Scenarios | Market Research & Competitive Analysis| Feature Ideation/Prioritisation | User-Centered Mindset | Heuristic Analysis Wireframing & Low-Fidelity Sketching | User Flows & Information Architecture | Usability Testing & A/B Testing | Prototyping Style Guides| Design Documentation| Design Thinking User & Customer Research| WCAG 2.1+ (Web Content Accessibility Guidelines)

CERTIFICATIONS

UDEMY

- [Service Design Masterclass - Key fundamentals & techniques](#) | Valid: 01/2024-Present
- [Learn Figma- UI/UX Design Essential Training](#) | Valid: 07/2020 – Present
- [Web Design for Beginners: Real World Coding in HTML & CSS](#) | Valid: 06/2020 – Present
- [Adobe XD UI/UX Design, prototype, and handoff from scratch](#) | Valid: 06/2020 – Present

UDACITY

- [User Experience Design Nanodegree Program](#) | Valid: 02/2021 – Present

UPSC CIVIL SERVICES EXAM PREPARATION

May 2014 - Feb 2019 | New Delhi, India
(Toughest competitive exam in India with an extensive curriculum)

Studying for UPSC-CSE led me to discover 'Human Psychology,' fueling my passion for 'UX Research & Design.' This journey enhanced my empathy, business acumen, and analytical skills.