SHIULI CHANDRA
EXPERIENCE DESIGNER

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As an Experience designer with 3+ years of Agile SaaS tool design, I enjoy collaborating with users to solve complex problems along with mentoring, maximising revenue, and paying close attention to detail. I drive business growth through effective communication and client management.

WORK EXPERIENCE

DENTSU (2023)   UX Designer
Designed and developed a robust tool for Riyadh Bank's corporate relationship managers and executives, improving work efficiency, decision-making, and schedule management through quick access to relevant data and a seamless user experience.

PARALLEL (NOVEMBER 2021 - JULY 2022) Product Designer 1.2
Indic Language Web Report :
- Created a glossary and design patterns for Privacy and Consent terms in Indic languages with sponsors such as Google and Meta for the upcoming GDPR laws in India to **aid user understanding on new age technical terms related to technology.**
- Extensively worked in **user tests** with Tier 2 & 3 users and worked on creating **supporting documents for research** to make the interface and language as simple as possible.

Sangeetha Mobiles :
- Worked on creating Sangeetha Mobiles' **responsive website and application** while working closely with the client and user requirements. **Simplified the integration of offline and online processes** with **Data Driven Analytics and Gamification** to aid the company in **customer retention**.
- **Onboarded a senior designer** to the project **participated in client meetings** and worked on **research with users.** Worked on creating **supporting documents for developers** following Agile methodologies.

COACHPRO (2022)   Senior UI/UX Designer
Reimagined the UX processes for **smoother trainer-client onboarding** in an app while **mentoring a junior designer** on software usage and design processes along with working on dev handoffs.

SURYA CONSTRUCTIONS (2022)   UX Audit & Writer
Revamped the client's website with an **audit** and worked closely in **simplifying UX content.**

MINU ANNA MATHEW (2022)   Graphic & Wordpress Designer
Collaborated closely with the client to create a cohesive **digital identity** that **maximised business opportunities** in both B2B and B2C spaces.

STHREE THE WOMEN'S COLLECTIVE - NGO (2021)   Wix Designer
Developed a website for an NGO in **six hours**, **expanding the reach** to a larger audience by adding **multiple languages** and creating a space for philanthropists, volunteers, and victims of abuse to interact and find help.

FRACTAL INK (AUG 2021 - OCT 2021)   Apprenticeship programme
Collaborated with Lead Designers and Associate Directors to create a pitch decks and implement UI design, including **gamification elements** for customer retention in NedBank's super app, while ensuring a simple and seamless flow for users

SHOI (2019)   Graphic & UI/UX Designer
Revived an online identity for a sustainable clothing brand during lockdown using **basic HTML and CSS** from Github, resulting in a website that ranked among the top 20% visited on Shopify.

CERTIFICATES

Google UX course | Gender Analytics for Innovation (University of Toronto) | Gamification (Wharton School) | Agile Methodologies (University of Toronto) | ASSOSCHAM IPTSE 56th | Storytelling (Linkedin Learning) | Instagram for Business (Lancify) | R for Analytics Basic HTML/CSS (Cutshort) | Shift Nudge UI Course

OTHER INTERESTS