

# Shefali Dhaka

UX/UI Designer

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*Make it Simple...  
But, Significant*

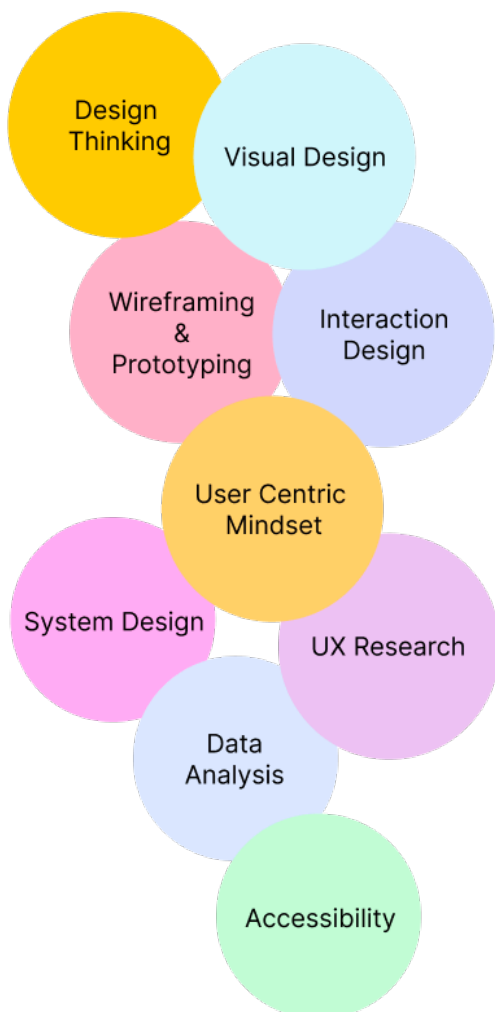


[My Portfolio](#) ↗

## About Me

Experienced Designer with 8+ years in UX/UI and fashion industries. Proficient in Design Thinking, Colour schemes, Typography, and software such as Figma, Adobe Suite, Framer, and Corel Draw.

Passionate about crafting user-centric digital interfaces. Previously ran my own successful fashion brand, overseeing design, social media, packaging, branding, and team management. Collaborated with prestigious multi-designer stores, adapting designs to diverse consumer preferences. Strong focus on user needs and preferences in design decision-making.



## Projects & Volunteer Work in UXM Bootcamp

Anudeep Ayyagari, Growth School

Jan 2023 - Present

### Top Projects:

- **Sept'23 : Onboarding screens for data collection**  
Designed 15 screen Onboarding experience for a health & fitness app
- **Apr'23 : Product Design Project**  
Implemented a point based Loyalty Program in the AJIO App
- **Jan'23 : Design Thinking Project**  
Built design caddy to solve for storage problem in bathroom
- **Jul'23 : Big Basket Re-design project**  
Redesigned the subscription flow of the app

### Volunteer Work:

- ✦ **Volunteered for the 48 hour Product Design Challenge, Apr'23:**
  - Led team and designed engaging presentations for over 250 students
  - Collaborated with team members to come up with 150 unique problem statements for e-commerce apps
  - Worked on "a new approach to writing non linear Case Studies" & built a revamped model for the same.
  - Made an engaging Tetris animation for the above using Canva.
- ✦ **Member of Volunteering Team for creating Workbooks:**
  - Led & collaborated with teams to create workbooks in Figma
  - Created internal & external prototyping assignments in Figma
  - Created Design systems assignments in Figma
- ✦ **Member of the Volunteering team for building a strategy for a ChatGPT workshop for UX designers:**
  - Worked on the flow of the workshop & how to solve for problem statements using AI like ChatGPT

## My Experience

### Founder & Design Head

Feb 2016 - Apr 2022

Label Shefali Dhaka Sirohi, Self Owned

- Launched 'Label Shefali Dhaka Sirohi' in 2016 and successfully opened flagship store in Delhi in 2018.
- Conceptualised designs, managed design process, and ensured brand's vision was translated into compelling and marketable fashion products.
- Managed diverse team of 13 individuals, including Master, 5 Tailors, 6 Embroiderers, and 1 Sales Girl, fostering collaboration and delivering exceptional outcomes.
- Developed logo branding and designed packaging, including labels, tags, and bags, utilising software like Photoshop and Corel Draw to create cohesive and memorable brand identity.
- Achieved compelling value proposition of Desirability and Affordability, catering to target market's needs and preferences.
- Demonstrated proficiency in retail and visual merchandising, crafting captivating in-store experiences that enhanced brand's presence.
- Collaborated with Multi Designer Stores such as Kayra - New Delhi, Tifara - Chennai, Hue - Mumbai, Armadio - Bangalore, to name few

### Freelance Fashion Designer

May 2014 - Feb 2016

Self Owned

- Employed critical thinking and analytical skills to successfully break down intricate user problems, evaluate multiple solutions, and make data-driven decisions in real-time.
- Led conceptualisation and creation of numerous fashion products for clients, resulting in increase in customer satisfaction and boost in sales revenue.
- Achieved reduction in production costs while maintaining good quality standards, resulting in substantial cost savings.
- Negotiated and secured favourable vendor agreements, resulting in improvement in availability, decrease in product lead times, and cost savings on raw materials.

### Assistant Fashion Designer

Mar 2012 - Nov 2012

Label Rina D

- Utilised design software (Photoshop, Corel Draw) for designing campaigns, flat drawings etc.
- Developed seasonal merchandise assortment
- Led design team and collaborated with PR teams for fashion shows
- Corporate collaborations, designing for Lavassa and DPS school

## Strong Key Accomplishments

- Got published in HT City for an outstanding and trendsetting fashion show with India Runway Week in April 2018
- Nominated among top ten designers to look out for in 2020 by India Runway Week

## Strong Traits

Self Motivated

Creative

Collaborative  
Mindset

Observant

Reliable

Leadership  
Skills

Resilient

## Education

- 09/2022- Present    **Certification Program: User Experience Designer, User Interface Designer**  
Growth School - Remote
- 06/2010 - 02/2012    **Post Graduation : Fashion Design**  
Pearl Academy of Fashion, Delhi
- 07/2004 -02/2008    **Bachelor of Science: Computer Engineering**  
North Dakota State University, North Dakota, USA
- 03/1992 -03/2002    **High School Diploma**  
Apeejay School, Noida, Delhi NCR

## Languages

Ab

English

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Hindi

## Tools



Figma



PhotoShop



Illustrator



Canva



Notion



ChatGPT