

# Shivani Mirajkar

## Product Designer

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## Objective

- User Experience and User Interface Designer adept at creating inclusive and impactful experiences through research and empathy with strong command on Figma and design principles.
- Ready to contribute expertise and creativity in a collaborative, innovative environment, utilizing human-centered design principles to craft exceptional digital solutions for clients.

## Education

**Master of Product Design**  
Sept 2020 - June 2022  
Anant National University

**B. E. Civil engineering**  
Sept 2020 - June 2022  
Dr. D. Y. Patil International University

## Skills

### Design

UX research • User Interface • User Experience  
Journey mapping • Information Architecture  
Wireframing • Prototyping • Usability Testing  
Data Analysis • Data visualization • Visual design • Illustration • Market research  
Agile methodology • Design thinking • Micro-interactions • High-fidelity design mockup  
Understanding of HTML/CSS

### Software

Adobe XD • Figma • Miro • Adobe Photoshop  
Adobe Illustrator • Jira • AutoCAD  
Sketchup • KeyShot

## Recognitions

- 2nd rank in Gold Coast Digital Product Design Sprint 2020 among 100 teams online to design solutions for attending conferences online in the future.
- Received a grant for the project 'Dye-sensitized self-powered table' by the Government of Gujarat under SSIP 2021 to create a working design prototype model.

## Work History

**Asst. Design Manager- User Experience and User Interface,**  
Thomas Cook  
Aug 2023 - Jan 2024, Mumbai, India

- Developed cohesive user experiences and interface designs for a post-booking journey application, overseeing prototyping and wireframing and a better design system.
- Identified innovative features to enhance Thomas Cook's travel application and public-facing website.
- Collaborated with developers, designers, and engineers to improve user interactions on the existing website.
- Redesigned Homepage of SOTC.in and search result pages, boosting lead generation, reducing bounce rate and user experiences to encourage self-booking.
- Conducted rigorous testing and research, gathered feedback from users and tour managers, and made data-informed design decisions.
- Streamlined and redesigned website pages for holiday package bookings, simplifying the process for sellers and users.

**User Experience and Engagement Designer,**  
Illumine Knowledge Resources  
July 2022- Aug 2023, Mumbai, India

- Designed app services for students and improved existing daily problem solving applications for corporate clients, enhancing user experiences and engagement.
- Conducted usability reviews and user testing, identifying User Experience issues and proposing design recommendations for improvement, based on that designing improved user interfaces.
- Collaborated with cross-functional teams to conduct UX research and develop design strategies, ensuring alignment with business objectives.
- Documented user flows and maintained consistency of UI elements across platforms, contributing to improved product usability and satisfaction.

**User Experience Design Intern, Konnectbox**  
Jan 2022 - May 2022, Bangalore, India

- Managed the design system for a B2B web application, ensuring consistency and usability across interfaces.
- Contributed in designing of dynamic landing pages, functionalities ranging from product filtering to seamless cart integration, alongside crafting shipping notifications and meticulously documenting diverse user scenarios and journey flows.
- Enhanced project management processes by incorporating user experience design queries into Jira, facilitating collaboration with development teams to make sure the queries get solved.

**Design Engineer, Kumkang Kind India Pvt. Ltd.**  
July 2018 - June 2020, Pune, India

- Client handling, on-site meetings to improve user engagement.
- Generated new client growth in active 3 months.
- Designed Aluminium formwork products and making sure the calculations are right before sending to factory manufacturing.