Shefali Gupta
Product Designer

WORK EXPERIENCE

Off-n-Off, Associate Designer
Nov 2024 - Present, Bengaluru

User Experience Design

Currently spearheading the development of brand's mobile application and website, focusing on a unique approach to enhance the brand's online identity

Product Management

Managing graphic design, fabric selection, and quality assurance to align products with brand standards and exceed customer expectations.

Titan, Product Support Engineer
Nov 2023 - Oct 2024

Collaborated with developers during the product planning process to ensure customer-requested features were prioritized and aligned with user needs.
Partnered with stakeholders to refine workflows, improve the user experience, and enhance support processes. Contributed to bug resolution by analyzing user pain points and participated in creating detailed design documentation for new features.
Designed intuitive interfaces and user flows to enhance usability, ensuring a seamless and visually engaging product experience.

CONTACT

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#113. 2A Cross, Shirdi Sai Ratan Layout,
Dr. Shivaram Karanth Nagar,
Bangalore – 560077 (India)

EDUCATION

Design Boat, UI/UX School
Bootcamp • Jun 2024 - Oct 2024

Dayananda Sagar University, Bengaluru
Bachelors of Technology • 2019 - 2023
CGPA - 8.4/10

SKILLS

User Experience Design, UI Design, User Interface Design, Customer Experience, Product Design, Visual Design, Branding, Data Analysis, User Research, User Experience, (UX), Prototyping, Wireframing, Design Thinking, Website Design, Information Architecture, User Flows, Design System, Usability Testing

TOOLS

Figma, InVision, Sketch, XD
Adobe Creative Suite, Illustrator, Photoshop, PhotoPea