

Shiny Rachel

📞 8838026048 📁 Portfolio 🌐 [linkedin.com/shinyRachel](https://www.linkedin.com/shinyRachel) ✉ shinyrachel21@gmail.com

EDUCATION

- UX mint** | *Freshers Programme on UX & UI* 2020-2021
- Focused on design thinking, human-centered design, prototyping, resilience, and speculative design.
 - Collaborated with peers to understand team dynamics, decision-making biases, and design perspectives.
- St. Josephs college of Engineering** | *B.Tech in Information Technology* 2016-2020
- Studied under Anna University.
 - Focused on coding languages like C, C++, Java, HTML & CSS, and artificial intelligence.

SKILLS

Design: User Experience, Interaction Design, User Interface, Physical and Digital Prototyping, Visual Design, Wireframing, Low-High Fidelity Mockups

Research: User Interviews, User Testing, Information Architecture, Journey Mapping, Quantitative Analysis, A/B Testing, Competitor Analysis, Design Strategy

Software: Sketch, Illustrator, Figma, Photoshop, InDesign, Adobe XD, HTML, CSS, JQuery (working knowledge), Photoshop, Canva, Balsamiq

Other skills: Cross-functional Collaboration and Communication, Human-centered Approach, Provide and Solicit feedback, Human behavioural psychology

ACHIEVEMENTS

- Guest Speaker** | *St. Josephs college of Engineering* March 2024
- Led a workshop on “Roadmap to UX” for over 50+ students
- Awarded Employee of the quarter** | *SignDesk* Jan 2024
- Recognized for exceptional performance in the department.
- Completed UX Design Fundamentals** | *California Institute of the Arts - Coursera* December 2023
- Learned the condensed process for robust UI/UX design.
- Smart India hackathon runner-up** | *IIT Roorkee* March 2019
- Developed a distributed biometric-based authentication system using QAuth.

EXPERIENCE

- Signdesk** | *Senior Product Designer* May 2024 – Present
- Transitioned to create a no-code based platform
 - Performed competitor analysis, wireframes, quantitative and qualitative research, and high-fidelity prototyping
 - Collaborated with developers to integrate Joint JS and its creative blockers into the UI
- Signdesk** | *UX/UI Designer* April 2021 - April 2024
- Led user experience redesign for SignDesk application and CLM, enhancing design thinking across teams.
 - Supported projects involving V-KYC, Digital stamping, client onboarding in franchise and bank CRM.
 - Introduced a wallet feature, increasing customer retention by 50
- AECC Global** | *Graphic design Intern* Jan 2021 - April 2021
- Developed interactive experiences for website users across Asia after quantitative research.
 - Designed user-driven graphics for banners, newsletters, blogs and magazines.
 - Contributed to major revenue-generating content creation.

HOBBIES

Classical Singing	Completed Grade 5
Journaling	
Contemporary Singing	Released songs on YouTube)
Art	Painting and Clay Sculpting