

Rahul Shamra

Sr. UX / Product Designer

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Professional Summary

Senior UX/Product Designer With 9 Years Of Experience In Designing User-Centric Digital Solutions For Global Enterprises. Demonstrated Expertise In Leading End-To-End Product Design Initiatives, Developing Scalable Design Systems, And Driving Business Growth Through Data-Driven Design Strategies. Proven Track Record Of Improving User Satisfaction, Reducing Development Cycles, And Mentoring Design Teams.

Professional Experience

Senior UX / Product Designer November 2021 To Present
Accenture | Gurugram, Haryana

- Led end-to-end product design initiatives resulting in 20% reduction in user onboarding time through strategic UX improvements
- Developed comprehensive user personas and journey maps to drive data-informed design decisions for enterprise applications
- Created and maintained scalable design systems, ensuring consistency across multiple platforms and products
- Facilitated Design Thinking workshops with stakeholders, improving cross-functional collaboration and product outcomes
- Mentored junior designers and implemented best practices, fostering a culture of design excellence

UI /UX Designer March 2021 To Nov 2021
Cavission Astar Netsolutions | Noida, Uttar Pradesh

- Designed and optimized SaaS-based applications, improving user satisfaction metrics by 25%
- Conducted systematic usability testing and implemented user feedback to enhance product experience
- Collaborated with development teams to ensure seamless implementation of design solutions
- Established and maintained design system documentation, improving design-to-development handoff efficiency

UI /UX Designer August 2019 To March 2021
Vaibhav Global Limited | Jaipur, Rajasthan

- Spearheaded e-commerce platform redesign, resulting in 15% increase in user engagement
- Implemented data-driven design strategies using analytics tools to optimize user journeys
- Created detailed user personas and journey maps to address critical pain points
- Collaborated with stakeholders to align design solutions with business objectives

Web & UI Designer April 2016 To August 2019
Interglobe Technology Pvt Limited | Gurugram, Haryana

- Designed responsive interfaces for aviation, hospitality, and logistics platforms
- Improved site navigation and user experience metrics by 18% through strategic redesigns
- Collaborated with development teams to ensure pixel-perfect implementation
- Created and maintained design documentation and style guide

Education

Nagarjuna College Of Engineering & Technology | Bangalore, Karnataka
Bachelor Of Computer Science And Engineering 08/2014 GPA: 62%

Certifications:

- Google UX Design Professional Certificate
- Foundations Of User Experience (UX) Design (Coursera)
- AI In UX Design: Tools To Improve The Design Process
- Principles Of UX/UI Design
- Google Generative AI Fundamentals

Technical Skills

- Design Tools:** Figma, Adobe XD, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Axure RP, Sketch, Proto.io, Balsamiq, UXPin, Webflow
- Design Expertise:** User Experience (UX) Design, User Interface (UI) Design, Wireframing, Prototyping, Information Architecture, Interaction Design, Visual Design, Responsive Design, Design Systems, Accessibility Standards, User-Centered Design, Mobile-First Design
- Research & Methodology:** User Research, Usability Testing, A/B Testing, Design Thinking, Agile/Scrum, Design Sprints, Journey Mapping, User Personas, Competitive Analysis, Heuristic Evaluation
- Project Management:** JIRA, Confluence, Microsoft Office Suite, Team Leadership, Stakeholder Management
- Programming:** HTML5, CSS3, JavaScript (React, Angular), Tailwind CSS, Bootstrap, SASS/LESS

Award & Recognition

- Spearheaded The Redesign Of A SaaS Platform, Improving User Satisfaction By 30%.
- Recognized For Developing A Scalable Design System That Reduced Development Cycles By 20%.
- Facilitated Cross-Functional Workshops, Solving Complex Workflows And Enhancing Product Outcomes.
- Mentored Junior Designers, Fostering A Culture Of Design Excellence And Collaboration.