Shivam Rai

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Career Objective

Google-certified UX/UI Designer with a strong foundation in user-centered design, design thinking, and front-end technologies. Backed by 1 year of professional experience at Wipro, designing intuitive and accessible interfaces within the Salesforce domain. Proficient in user research, wireframing, prototyping, and responsive design. Eager to contribute to impactful digital products while collaborating with cross-functional teams in a growth-oriented organization.

Skill Set

Design & Prototyping: Figma, Adobe XD, Adobe Illustrator, Miro
Programming: HTML5, CSS3, JavaScript, Python (Basics)
UX Process: User Research, Empathy Mapping, Persona Development, Journey Mapping, Wireframing, Prototyping, Visual Design, Responsive Design, Design Systems, Accessibility
Soft Skills: Communication, Empathy, Problem Solving, Collaboration, Time Management

Professional Experience

Wipro Limited, Jaipur   June 2024 - Present
Junior UX Designer
- Designed clean, user-friendly dashboards for Salesforce-based enterprise applications using Lightning Design System.
- Simplified complex form flows for faster data input and fewer errors.
- Conducted user feedback sessions and iterated based on pain points.
- Improved user task efficiency by redesigning cluttered forms and navigation flows.

Education

Graphic Era University   2020 - 2023
Bachelor of Computer Applications (BCA)

Shri Guru Ram Rai Public School   2020
Senior Secondary (XII)

Oceanic International School   2018
Secondary (X)

Project Work

- **IRCTC Website Redesign (Case Study):**
  Redesigned the outdated IRCTC ticket booking flow for better usability and visual design.
  - Ran a usability audit and identified 4 major friction points in the booking journey.
  - Created a new IA, user flow, and journey map aligned with user behavior.
  - Delivered mobile & desktop designs with improved call-to-action visibility and faster flow.
  - Added confirmation animations and micro-interactions to reduce cognitive load...
- **Local Artisans Marketplace (Personal Project):**
  A 3-page platform designed to empower local Indian artisans by connecting them with buyers.
  - Conducted 5 user interviews to identify pain points of local sellers and rural buyers.
  - Mapped user journey and created personas to shape feature decisions like product upload & messaging.
  - Built low-fidelity wireframes and translated them into responsive high-fidelity UIs.
  - Ensured accessibility and visual hierarchy for easy navigation on mobile-first designs.

Certificates

- Google UX Design Professional Certificate – Coursera
- How to Design for Accessibility (WCAG 2.2) – Udemy
- Complete Web & Mobile Designer: UI/UX, Figma, + more – Udemy
- User Experience Design Essentials (Adobe XD) – Udemy
- Digital Skills: User Experience – Accenture
- UI/UX for Beginners – Great Learning