



# Shahina Athar

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## Experience

### User Experience Designer

Alten India, Bangalore | September 2022 - November 2024

- Led the design and development of user interfaces for Resource Management System, a **web-based Enterprise Solution Application**, using **Figma** to craft visually consistent and user-friendly layouts based on **human-centered design** principles.
- Conducted **User Research** and **usability testing** to gather actionable insights and validate design decisions based on **Human-Centered Design** principles.
- Led the creation of **wireframes**, **high-fidelity prototypes**, and interactive UI components using **Figma** to deliver compelling, scalable designs.
- Created detailed **personas** and **user flows** to guide product decisions and improve **user experience (UX)**.
- Applied **design thinking methodologies** to ideate, iterate, and solve complex design challenges.
- Led the creation and maintenance of scalable **design systems** for consistent UI across products.
- Translated complex datasets and user needs into clean, intuitive, and accessible user interfaces guided by **Human-Centered Design** methodologies.
- Collaborated with **product managers**, **developers**, and **stakeholders** to align design with business objectives.
- Utilized **analytics tools** and **A/B testing** to measure and improve design performance.
- Collaborated with front-end developers to ensure accurate implementation of design specifications created in **Figma**, providing ongoing support during development.
- Product Experience Enhancement:** Applied **human-centered design** thinking to optimize usability and continuously refine the product experience.
- Product Strategy & Design Methodology:** Collaborating with cross-functional teams to craft design strategies that align with both business goals and user needs, ensuring that product solutions drive measurable outcomes.

### Data Analyst

Edgerock Software Solutions, Hyderabad | January 2020 - August 2022

- Collaborated with stakeholders to understand business goals and data requirements.
- Analyzed large datasets to uncover trends, patterns, and actionable insights to support business decisions.
- Created interactive Dashboards and Reports using Tools like Tableau & Power BI.
- Conducted exploratory data analysis (EDA) to understand data trends.
- Extracted data using SQL queries and data connectors.
- Collaborated with cross-functional teams to understand data needs and deliver actionable insights.
- Support decision-making by sharing insights with teams and helping improve business strategies.
- Translated data findings into clear, concise presentations for non-technical audiences.

### Digital Marketing Executive

Sanbrains, Hyderabad | April 2019 - October 2019

- Conducted keyword research and optimized website content to improve organic search rankings.
- Build high-quality backlinks through outreach, guest posting, and directory submissions.
- Collaborated with content teams to ensure SEO best practices were integrated into all web content.

### Digital Marketing Executive

PinnaclesPro, Hyderabad | June 2018 - December 2018

- Optimized on-page elements, including meta tags, headers, and content for better search visibility.
- Create logos, banners, posters, and social media graphics using Photoshop
- Conducted keyword research and optimized website content to improve organic search rankings.

## Professional Summary

Dynamic and detail-oriented **UX Designer** with over **5+** years of IT industry experience, driving innovation through **Human-Centered Design**, data-informed decisions, and a strong foundation in **Design Thinking**. Adept at leading the full UX lifecycle—conducting in-depth **User Research**, defining problems, ideating solutions, and delivering intuitive, accessible, and aesthetically compelling user interfaces. Proficient in **Figma** for high-impact UI design, component management, and collaboration. Known for translating complex business needs into seamless user journeys, backed by research, usability testing, and iterative improvements. A strong advocate of **Human-Centered Design**, combining empathy, creativity, and strategy to drive meaningful digital experiences. Experienced in applying **Design Thinking** and **User Research** across agile product teams.

## Education

### S.B. Jain College, Nagpur

B.E. – Electronics & Telecommunication Engineering | 2012 – 2016

## Skills

### Design

- User Experience Design · Interaction Design · User Interface Design
- Wireframes · Prototyping · Low-High Fidelity Mockups · **User-Center Design**
- Design Strategy · Design Thinking · Design Strategy · Responsive Web Design
- Heuristic Evaluation

### Research

- User Interviews · **User Research** · Usability Testing · User flow
- Information Architecture · Quantitative Analysis · Qualitative Analysis
- Competitor Analysis · Surveys · Persona · Card Sorting · A/B Testing
- Field Studies · Thematic Analysis · **Human-Center Design**

### Software

- Figma · Adobe XD · Miro · Maze · Balsamiq · Zepline · Photoshop · Hotjar
- Adobe Illustrator · Adobe Creative Suite

### Visual Design

- Design Systems & Components · Logo making · Typography · Iconography
- Google's Material Design Guidelines · Pixel-Perfect Design · Illustration

### Other Skills

- Critical thinking · **Cross-functional Collaboration** and Communication
- Adaptability · Storytelling · Problem-Solving · Time management

## Awards

Champion of Growth, Professionals Success Club | 2025

Certificate of Merit – CAMBRIDGE COUNCIL | 2017

Certificate of Merit in Logistics Excellence | 2016

National Level Certificate Tech-Shindig 6.0 | 2014

National level Certificate, FEETA presents, CRANK | 2014

## Certifications

DESIGN RULES: Principles for Great UI Design – Udemy

Learn Figma – UI/UX Design Essential Training - Udemy