DEVASHRI SAMANI

http://www.linkedin.com/in/devashrisamani

d.samani@uqconnect.edu.au

+61 449535990

Brisbane, QLD, Australia

PROFILE SUMMARY

Currently pursuing Master of Interaction Design from University of Queensland, I am an User Experience Design aspirant and an entrepreneur with experience in the field of UI/UX, e-commerce, and business management. Alongside pursuing my passion for evaluating business processes and designing products, I am skilled in strategic growth, communication and team building, backed by solid experiences in leadership roles. Additionally, I have also been a city-level coordinator for an NGO, which helped me enhance my project management and organizational skills.

EDUCATION

University of Queensland, Faculty of Electrical Engineering and Computer Science Queensland, Australia
Master of Interaction Design   02/2023, Expected in 12/2024

Mumbai University, SVKM's Usha Praveen Gandhi College   Mumbai, India
Bachelor of Mass Media / CGPA: 9.36   2018-2021

EXPERIENCE AND INTERNSHIPS

The University of Queensland   **Brisbane, Australia**
Casual Academic Tutor   07/2023-Expected in 11/2023
- I am responsible for teaching students web design practices, focusing on UI/UX design principles, human-centred design techniques and heuristic-based design guidelines
- Building technical skills to implement standards-based websites using client-side technologies
- This role enables me to have competency in HTML, CSS and JavaScript to teach students and solve queries
- Implementing a best practice standards based approach to the development of websites

Noodle Factory   **Singapore**
UI/UX Design Intern   06/2023-07/2023
- Revamping client-side EdTech dashboard to enable the users to have a seamless experience
- Understanding user needs and motivations through contextual inquiry, user interviews and usability testing
- Defining the information architecture and the user flow of the dashboard
- Defining key metrics upon analysing usage trends and user behaviour
- Designing mockups and wireframes of the dashboard using Figma and Miro
- Understanding the fundamentals of design systems and material design

Reframe   **Mumbai, India**
Co-founder   05/2021-01/2023
- Identified market opportunities and needs that are not addressed in the area of e-commerce and self-help industry through intensive research, social listening, and market segmentation
- Collaborated with legal, accounting and other professional teams to review and maintain compliance with regulations
- Increased the revenue goals by 20% through an agile framework, streamlining development processes, and implementing strategic marketing
- Led the product development and implementation phase
- Developed the business website on Shopify. Created a sitemap, estimated timelines, defined deliverables, and allocated resources
- Looked into the integration of payment gateway, logistics, operations, and inventory management
- Networked with other businesses and customers to increase sales opportunities and contacts
- Recruited, interviewed and hired employees and developed training materials for them
- Formulated and executed strategic initiatives to improve product offerings and awareness
- Proof-reading and copywriting for product and social media, including blogs and website

Upcred   **Mumbai, India**
Product Management Intern   02/2022 – 06/2022
- Led the planning, development, and implementation of B2C SaaS product to build an end-to-end influencer marketing service assistance
- Managed cross-functional team and stakeholder communication
- Conducted competitive analysis to understand the market and discover specs for building the product
- Collaborated with the developers and UI Designer to re-architect the website
- Assisted the UI designer to build high fidelity wireframes on Figma and product roadmap on Miro
- Collaborated with product managers and engineering team to document, validate and monitor logging and metrics

Lemonade   **Mumbai, India**
Marketing Executive Intern   12/2020-03/2021
- As a part of the growing business, I was involved in multiple verticals including data management, vendor management, ORM, and handling Shopify backend
- Organized and regulated a comprehensive product data management system on Zoho books
- Managed vendor contracts; documented and implemented a vendor management system to provide a centralized view of the current status of all the ongoing contracts
- Collaborated with advertising and sales managers to formulate new marketing policies, resulting in increased brand awareness and increase in sales
- Monitored market and competitor trends, and analyzed customer feedback data, leading to 5 key product feature changes during tenure
- Strategy development and marketing collateral to foster business development and achieve revenue targets
- Analyzed consumer usage patterns to identify trends and target key demographics

CERTIFICATIONS AND VOLUNTEERING

Post Graduate Certification in Product Management and Analysis from Great Lakes   06/2022-12/2022
- Learned and executed the product and business strategies for digital products
- Conducted market opportunity analysis and product discovery
- Designed wireframes using Figma and Adobe Xd
- Learned the fundamentals of data analysis and design
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Bhumi NGO
HR Coordinator   08/2018-05/2020
- Taught over 50 students, engaged in providing holistic education and life skills support
- Lead the project as a city-wide HR coordinator, organising sessions, meetings and communicating with center management and project volunteers
- Trained volunteers, helping them develop a strong commitment to the teaching program
- Planned and organised successful events and donation drives for 10+ shelter homes across Mumbai

SKILLS & Tools
- HTML, CSS, JavaScript
- UX Research and Strategy
- User Interviews
- User Interface Design
- Wireframing and Prototyping
- Usability Testing
- User-centred Design
- Front-end Programming
- Heuristics Evaluation
- Figma
- Jira and Miro
- Stakeholder Management