

# SHILPA RAJAK

## UX Designer

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### Experience

#### 21North Europ Assistance | UX Designer

Oct 2018 - Present | Bengaluru

- Studied the data from ambassador research, ideated and designed the on-boarding dashboard. which now caters to the business stakeholders and the recruiters to understand the attrition rate in more streamlined manner
- Responsible for designing the GUI of the ambassador application (Driver partners) with respect to the UX expectations
- Designed a white-labelled web application for OEMs like Mahindra and Toyota to tap their customer bank in the most effortless way possible to schedule servicing
- Conducted ethnographic research on Network Partner Interface for service centers to understand their needs and help them create effortless design solutions

#### Wirsay Digital Services| Visual Designer

Feb 2018 - July 2018 | Freelancer

- Designed various marketing print materials for set target audience for company's client which includes marketing collaterals and brand identity
- Responsible for designing the banners for advertisement in Franchisebusinessbazaar.com which resulted in increasing customer leads upto 20%

#### Ayati Labs | Visual Designer Intern

May 2017 - July 2017 | Hyderabad

- Handled the account of a fit-tech start-up responsible for end to end design solution, UX strategy and design implementation

### Education

#### National Institute of Technology Durgapur

- B.tech Electronics and Communication Technology  
2014-2018

### About Me

I hail from an engineering background with impeccable problem solving capabilities, I design experiences with a motive. I believe in accessibility of good design and wish to work more towards it

### Skills

Visual Design  
Iconography  
Illustration  
Print Designing  
User Interview  
Card Sorting  
User Personas  
Wireframing  
Usability Testing  
High Fidelity Prototyping  
Competitive Evaluation  
Information Architecture  
Ethnography  
Sitemapping  
Sketching  
Heuristic Evaluation

### Design Tools

Sketch  
Invision  
Zeplin  
Balsamiq  
Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
Jira  
Hype4  
Procreate