Shadmani Shaikh

PRODUCT DESIGNER

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WORK EXPERIENCE

City of Bellevue *Product Designer*

Jan 2024 - Present

- Lead designer working on streamlining current application process for City of Bellevue's Rate Assistance programs, with a focus on accessibility and inclusivity.
- Conducting user research to pinpoint barriers hindering financial support access for low-income, senior, and disabled community members.

Cennec *Product Designer*

June 2023 - Present

- Leading end-to-end product design strategy for Cennec's MVP mobile application, with a focus on fostering digital social connections.
- Conducted usability testing, competitor analysis, heuristic evaluations and user interviews, collaborating closely with developers, product managers, and founders to implement key features.
- Played a pivotal role as founding member of the UX team, advocating for design thinking principles throughout the organization's culture and practices.

International Arctic Buoy Programme *UX Designer*

March 2023 - May 2023

- Led the website redesign effort, revamping information architecture, content, process flows, and refreshing branding.
- Strategized usability enhancements to improve discoverability of arctic buoy data, decreasing time taken to find buoy data by 65%.
- Built a UI component library and prototyped high-fidelity mockups for new responsive website, ensuring WCAG 2.1 accessibility compliance across devices.

Samsung Electronics *UX Analyst*

Jan 2023 - March 2023

- Designed and facilitated 8 usability testing sessions for cover screen widget personalization of Samsung Galaxy Z Flip 4 device.
- Identified critical design issues and areas of improvement using a mixed-methods research approach.
- Presented key research insights to cross-functional product teams, providing design recommendations for the subsequent Galaxy 5 device.

GE Healthcare, TCS *Front-end Software Engineer*

2021 - 2022

- Spearheaded a 5-member team in shipping an enterprise web app using Angular design system in MEAN tech stack, resulting in a 60% increase in user engagement.
- Drove end-to-end product lifecycle from ideation to code, using stakeholder interviews and storyboards to validate design concepts within an Agile framework.
- Recognized with the prestigious 'Young Achievers Award' for outstanding contributions to project success and innovation.

MoneyMart, TCS *BI Data Analyst*

2019 - 2021

- Led successful migration to Microsoft Azure Cloud, improving data warehouse efficiency by 45% through 50+ ETL solutions.
- Designed accounting reports in Tableau, visualizing data from 14+ sources & millions of rows. Collaborated with data and accounting teams to streamline daily reporting processes, leading to 30% reduction in reporting time.
- Mentored and coached a 12-member team to provide timely production support. Received 'On the Spot' Award for record-time project delivery.

EDUCATION

University of Washington

M.S. Human-Centered Design & Engineering

2022 - 2024

University of Mumbai

B.Eng. Computer Engineering

May 2019

SKILLS

Design

Design Strategy
Interaction Design
User Experience
Ideation & Sketching
Storyboarding & Wireframing
Rapid Prototyping
Low-High Fidelity Mockups
Data Visualization
Web Design & Development

Research

User Interviews
User Testing
Information Architecture
Quantitative Analysis
Journey Mapping
Cognitive Walkthrough
Competitor Analysis
A/B Testing

Toolbox

Figma
Illustrator
Photoshop
HTML/CSS/JavaScript
React/Angular
Python
SQL
Tableau

CERTIFICATIONS

Foundations of User Experience Design 🔗

IBM Enterprise Design Thinking Practitioner 🔗