

Shaily Sutaria

Get in touch!

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Software

- Adobe XD
 - Adobe Photoshop
 - Sketch
 - Adobe Illustrator
 - HTML5
 - CSS
 - Javascript
 - Github
 - Figma
 - MySQL
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Skills

- Business Strategy
- User Experience(UX)
- User Interface(UI)
- Digital Marketing
- Design process
- Product design
- Web/Mobile testing
- Communication
- Prototyping
- Wire-frames
- Personas
- Journalistic Writing
- Sketching
- Art and Design

Work Experience

UI/UX Designer

HomeTrack Inc. | Sunnyvale, CA | Jan 2021 - Present

- Building efficient user flows, thoughtful wireframes, and high-fidelity interaction designs.
- Creating detailed design specs with all manner of states considered, well-annotated and ready for handoff to our product development team
- Supporting designs with animated and sometimes interactive prototypes when needed to demonstrate an interaction
- Being a member of a swiftly moving cross-functional team working on multiple projects at one time
- Meeting with the product and engineering teams regularly to discuss product and transform product insights into intuitive, user-friendly application features
- Conducting lightweight research of the competitive landscape and learn from user feedback

UI/UX

Block Force Capital Inc. | San Diego, CA | Oct 2019 - Feb 2021

- Created low to high fidelity wire-frames for the redesigns based on the requirements and enhanced the user experience to build trust and increase activity by 40% for new investors
- Implemented wire-frames and prototype concepts for Block Force website, mobile web and native apps
- Designed user flows, wireframes & conducted user testing.
- Assist with in-house and on-line user testing
- Collaborate with product teams to define and prioritize user experience research questions.

Product Designer

Shails and Pals Inc. | Ahmedabad, India | Apr 2011 - Dec 2018

- Collaborated with stakeholders at startups and. The work includes but not limited to building brand identity, website redesign, conducting user research, competitive research, heuristic analysis, user testing, and delivering low to high fidelity wireframes for various projects.
- Designed brand identity (logo, style guide, typography to match brand attributes).
- Led the website redesign, content strategy, and information architecture (IA).
- Headed user research and user interviews.

Education

UC- Santa Cruz, Santa Clara, CA

UI/UX and Web Designing | 2019 - Present | GPA: 3.6

Courses completed: Adobe Illustrator/Photoshop/XD/Animation, HTML5 Fundamentals, Advanced HTML5 & JavaScript APIs, Visual Designing, Advanced CSS , User Experience design fundamentals and Advanced

Gujarat University

Masters and Bachelors in Commerce | 2006 - 2011 | GPA: 3.8

Work Authorization

EAD valid till Jan 2023