

HELLO, I'M SHIVA KUMAR

AN EXTROVERT WHILE PROBLEM SOLVING.

A **designer** with expertise in crafting delightful experiences & pixel perfect designs through iterative process. A **simplifier** through decoding the “why” of the problem. A **researcher** capable of decoding user needs & behavior. A **product owner** who analyzes data & user insights to build a strategic product roadmap & align stakeholders. A **lay-user** trying to make products a simpler to use. A **first principle thinker & an obsessive learner**.



+91 9630838839

shivaambati.design@gmail.com

shivaambati.com

be.net/shivaambati

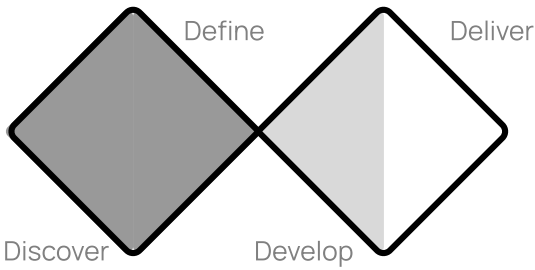
linkedin/shiva-ambati

EXPERIENCE

 shivaambati.com

Experience Planning

Samsung India (RHQ)
Sep'22 → Now, Gurgaon

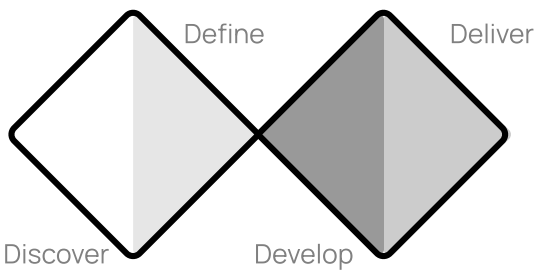


- Created **strategic user centric experiences** in **Native Search, Photo Editor**, Camera Modes, Quick Share (file transfer), Document Scanner.
- Winner of GoSmart Award 2023** (team) for quick research & concepts.
- Extracting insights** from the smartphone usage, churn & sales data.
- Qual & quant research** to test the hypothesis, concepts, **identify needs & pain points**, create **personas & prioritize actionable areas**.
- Storytelling** with data & consumer insights for stakeholder alignment.

Skill upgrade: Qualitative & quantitative research, decoding data, data visualization, storytelling, stakeholder alignment.

UX Designer

Carestack
Jan '22 → Aug '22, Thiruvananthapuram

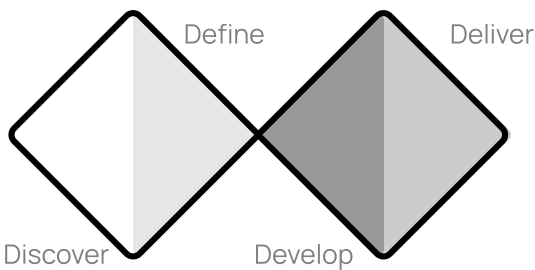


- Redesigned a **patient module to increase task completion rate** by streamlining task flow and optimizing information architecture.
- Built a unified design system** to standardize elements and guide visual direction, collaborating closely with UI design, development and project management teams.
- Designed enhancements & new features in multiple modules.

Skill upgrade: User flows, information architecture, UI tokenization, Mastery of autolayout, code friendly designs, accessibility.

UX Designer

Terrific Minds
Jul '21 → Dec '21, Thiruvananthapuram



- Designed interfaces** for products in both **B2B & B2C** across various domains. **Healthcare, ecommerce, social media, operations etc**
- Understanding **user, client needs & converting into pixel perfect designs** to achieve business goals

Skill upgrade: UI Design, responsive design, interaction design, feedback & iterative design, file etiquette & client presentations, Figma, Adobe XD & Notion.

Product Design Intern

Zentron Labs
May '20 → Jun '20, Bengaluru

- Designed and built an application to simulate and control the image capturing process. **Converted user requirements into technical requirements & interaction modes**. Built using Processing.

EDUCATION

Master of Design

Product Design, IISc, Bengaluru
2019 → 2021

- Design thinking, HCI, visual design, product development, human factors & ergonomics, fundamentals of business strategies etc.
- Winner (Team) of National Design Innovation Network Design Challenge 2022.**

B.Tech

Mech. Engg, IIITDM Jabalpur
2014 → 2018

Game theory, design thinking, CAD, reverse engineering, mechanisms, arts & aesthetics, Indian culture and philosophy etc

ABOUT ME

Likes

Workouts, Badminton, Swimming, Bad puns, Anime

Learning

Motion design, After effects, Rock climbing.

Shows I love

Attack on titan, The Office, Brooklyn 99, Rick & Morty

Languages

English, Hindi, Telugu & Memes