Shivani Srivastava

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EDUCATION

UCLA Extension — *The User Experience Certificate* (**Distinction**)   Sep 2020 - Mar 2022, Los Angeles
National University of Singapore — *Master of Arts Urban Design*   Aug 2015 - Jun 2016, Singapore
Govt. College of India, UPTU — *Bachelor of Architecture*   Sep 2009 - May 2014, Lucknow, India

SKILLS

UX Research, Usability Testing, Accessibility, Wireframing, Prototyping, Information Architecture, Visual Design, Design Systems, AI in Design, Interaction Design, Journey Mapping, Storyboarding, Service Design

UI UX DESIGN EXPERIENCE: 4 years *(8 years of total design & research experience)*

SimCorp, Noida (subsidiary of Deutsche Börse) | Senior *Experience Designer*   Aug 2023 - Current

- **Design Lead** for SimCorp's Cloud stack, leading the end-to-end design process to ensure a seamless user experience.
- **Mentored and supported new designers**, fostering skill development and knowledge sharing to strengthen the design team.
- Conducted **focus group studies and user testing** in Copenhagen with 30+ clients, gathering insights to inform product design and improvements.
- Championed a **human-centered design approach**, collaborating with cross-functional, global teams to create intuitive, scalable solutions aligned with business goals and user needs.

Rochelle Web Design Studio, Ohio | *Freelance Product Designer*   April 2022 - Aug 2023

- **Redesigned the website** for the Global Professional Support Forum, enhancing user engagement for a social enterprise supporting micro and small businesses in Africa.
- Led the design team in **conducting user research, comparative analysis, usability testing, content analysis, and A/B testing** to address low engagement and improve site performance.
- Created a comprehensive **site map, content strategy, and high-quality assets** aligned with project scope, stakeholder feedback, and business goals to deliver a user-centered solution.

Tech Matters, Palo Alto, California | *UX Designer, Contract*   Aug 2022 - Dec 2022

- Designed the **"Story Maps creation" and "share maps" functionality**, boosting collaboration and usability for **agricultural and climate-resilient communities in 30+ countries.**
- **Partnered with UNDP** and other global and local organizations to design tools supporting community storytelling, advocacy, and funding efforts.
- Conducted global user research and co-design workshops, shaping features for offline use and low-connectivity environments.
- Delivered prototypes and UI enhancements that increased feature adoption and cross-platform consistency across mobile, desktop, and web.

Zeta Learning, San Francisco | *Lead Product Designer, Contract*   May 2022 - July 2022

- **Conducted continuous usability testing sessions** with students aged 13-18, gathering insights to ensure the product met their needs and aspirations.
- **Led the end-to-end UX design process**, from user research and strategy development to information architecture, visual design, and high-fidelity mockups.
- **Designed two iOS mobile apps**, **Thunder Rewards** and **Thunderstand**, providing a comprehensive and cohesive user experience from start to finish.
- **Defined project scope and strategy**, ensuring alignment with business goals and user needs throughout the design process.

RELEVANT DESIGN EXPERIENCE & KEY ACHIEVEMENTS (4 Years)

Studio Jade Architects, New Delhi | *Brand Designer, Freelance Architect*   May 2018 - Sep 2020
- Redesigned the company logo and **brand style guide** using user research and comparative analysis, ensuring consistency across digital and print.
- Increased **social media engagement by 10x** and conceptualized the **website design** to improve user experience.

Sikka Architects, New Delhi | *Researcher, Architect, Contract*   May 2018 - May 2019
- Created **content for 150+ projects** on the website, improving clarity and user engagement.
- Led a team that increased project acquisitions by **33%** through user-focused design presentations.

RV College of Architecture, Bangalore | *Researcher, Asst. Professor, Contract*   Mar 2017 - Feb 2018
- Conducted **research on user interactions** within urban spaces to inform design solutions.
- **Co-authored a paper** on 'Urbanising India: the cases of Karwar', complex layers of people, nature, and culture ', Domus India, Issue Mar 2019.

Freelancer, Dubai & New Delhi | *Brand Designer & Concept Architect*   May 2016 - Mar 2017
- Designed **restaurant interiors and brand identities**, focusing on user-centric, functional, and visually appealing spaces.

Skyline Architects, Lucknow | *Junior Architect, Contract*   Dec 2014 - Jun 2015
- Contributed to **design development** for user-centered spaces as part of the core team.

Wright Inspires Architects, Bangalore | *Architectural Intern*   Jun 2012 - Dec 2012
- **Authored** an article on sustainable design with a focus on user comfort and environmental integration: 'The green abode', Design Details, Vol 1, Nov 2013-Jan 2014

TOOLS

Figma, Adobe XD, Balsamiq, Mural, Miro, Jamboard, Photoshop, Illustrator (Beginner), HTML, CSS, React (Beginner), AutoCAD, Sketchup, Lumion, Microsoft Office, Trello, Notion, Agility

CERTIFICATIONS

Career Essentials in Generative AI by Microsoft and LinkedIn   July 2023
UI/UX Design Specialization by Coursera - California Institute of the Arts   Mar 2020 - Jul 2020