

SHILPA SINGH

Product/UX/UI Experience

W- <http://www.iamshilpa.com/>
E - iamshilpa@gmail.com
M-(609)781.2503

*I am a Problem solver using design led approach to creating meaningful Experiences & Products that **build** Brands, **engage** Users and **grow** Businesses.*

Work Experience

Verizon Wireless – Product/UX/UI Experience Design & Strategy Consultant | April 2020 – Present | Remote
Project: Enterprise-wide Dashboards tracking Software Delivery process, Cloud Strategy, Adoption, Maturity & Cloud Fin ops
Creating data visualization, charting types and dashboard components library, reframing the experience of consuming data and applied intelligence.

BLOOMBERG – Product/UX/UI Experience Design & Strategy Consultant | August 2020 – June 2020 | New York
Project: Global Scheduler for large scale 40ft+ wide Led Screens showing dynamic real time data, market information & news
Tasked with a unique project of building the experience for the Scheduler Iris which will help manage & schedule the content to be reviewed on LED walls in office locations globally. Create an innovative platform for content producers which will streamline the experience of scheduling content. Bring in experience strategy & vision to define the overall User workflow. Build in ease of use. Design execution & validation with users to meet the customer needs. Create design deliverables - sketches /wireframes /detailed designs. Follow lean & agile methodology in product development.

CORE USABILITY – Product/UX/UI Experience Design & Strategy Consultant; Design Thinking Consultant | May 2019 – August 2020 | Greater New York
Projects: AI driven Strategy & Benchmarking Application (Industry 4.0); USREM (Property Share Blockchain Tool); ZeroBeta (Position Management Risk Tool); Design Thinking Virtual Tool; YPO NGO Design Thinking Workshop
To create the ideal user experience, using Human centered approach embedded in a Design thinking process, leveraging right technologies and agile methodologies, I work towards making discovery, design, interaction, and development into a streamlined process. I lead the team responsible for overall product experience design for a startup which is an AI driven strategy and operations benchmarking product measuring digital transformation in an organization and assesses readiness for Industry 4.0 capabilities like automation, data & analytics, IOT & robotics. I also worked in the fintech domain helping Financial companies to bridge the gap between emerging technologies and traditional markets.

PRUDENTIAL – Director UX/UI Design | July 2017 – May 2019 | Newark, New Jersey
Projects: Global HCM (7 countries focus), Core HR, Benefits, Performance, Career & Learning Applications
Applying lean UX/UI Methodology focusing on Design Research and building UX toolkit best optimized for Intranet Ecosystem.
Building design driven culture putting processes & toolkit/library of

Area of Expertise

Strategy & Design: Product/UX/UI Design • Interaction Design • Web/Mobile Design • Art Direction • Strategy & Brand pitch decks • Visual Design • Data Visualization / Dashboards • Design Systems, Style guides & pattern library

Prototyping: Rapid prototyping using Framer/ Axure /Invision/Adobe Xd • Interactive flow with HTML/ CSS/ JS • Storyboarding • Concept sketches • Wireframes

UX Research: Design Thinking Workshops • Interviews/Focus Groups • User Research Methods • Service design • Personas • Customer Journey Maps • Product Heuristics • User Testing • A/B Testing

Teamwork: Organizing workshops • Facilitating design critique • Self Starter • Detail oriented • Listener • Design Leadership • Agile Methodology • Communicative & Collaborative • Innovation Focused

Other Skills: Animations • Video Editing • Illustrations

Education

Mastering Design Thinking
Certification (MIT, Boston) | Sep 2019-Dec 2019

Master's in design (M. Des.),
IDC | Batch 2003-2005
IIT Bombay
Specialization in Human Computer Interaction (HCI)

Bachelor's in Design & Architectural Engineering
BIT Mesra | Batch 1996-2001

reusable components in place conforming to industry standards. Direct UX/UI strategy to deliverables and best practices including User research methods, Design Thinking/Focus group workshops, customer journey maps, service design, wireframes/designs and high-fidelity prototypes. Direct UX/UI design on creating impactful Global Human Capital Management focusing on Core HR, Benefits, Performance, Career and Learning domains within the employee ecosystem. Convert strategic thinking into interactive solutions and conduct usability tests to ensure that design conform to user needs.

VERIZON WIRELESS – UX Lead | July 2013 – July 2017 | New Jersey

Projects: Ecommerce, Account Maintenance, Billing & Support Applications; M2M (Machine to Machine) Platform for Device Management; B2B Ticketing Platform/Chatbot; Dashboards

Leading a team of Designers working on B2B Applications with focus areas of Ecommerce, Account Maintenance, Billing and Support. Led and designed innovative solutions targeted for Small Business Markets with a new product One Talk which is a multi-line telephone solution connecting your office phone to your mobile devices, providing business telephone features on any of your common devices. Designed real-time, interactive dashboards and visualizations capabilities to manage operations & costs for Machine to Machine(M2M) technologies.

Worked on ThingSpace marketplace which is our Internet of Things(IoT) development platform, centralizing development and management of solutions, helping bring IoT solutions to life. Enabling single platform for Onboarding, Device Connectivity, Device Management, Analytics & Applications Environment APIs.

Designed Ticketing platform for B2B customers to increase self-serve. Worked on Chatbot design to enable key B2B features like Payment, open ticket and account management functionality on IBM Watson framework.

Analyzed the current flow of onboarding of Machine to Machine (M2M) customer and worked on new design approach addressing the need to streamline & automate this process.

Focused on means & resources for cost & time optimization at all levels. Emphasized on getting more feedbacks & insights from customers and improving the experience.

MAGNANI CARUSO DUTTON – Senior Information Architect | June 2013 | New York City

Projects: Financial Planning & Guidance – Life Events (Merrill Edge Website)

Worked on application facilitating financial planning and guidance around Life events and goals for Merrill Edge.

Conducted competitive research across other financial products for improvement of UI and bringing innovation from product perspective. Co-led the engagement with stakeholders through research, ideation and execution phases.

PUBLICIS LIFE BRANDS MEDICUS – Senior User Experience Design Consultant | May 2013 | New York City

Projects: Healthcare – Adcirca hcp website; Gilotrif AE Management App for Nurse

Worked on structuring, sitemap and wireframes for Healthcare website, tablet and mobile experience.

Role involved working with product manager, gathering data from stakeholder through focus group and collaborating with design team to devise strategy and envision the entire responsive experience.

Interfacing more with users and working on eliminating any pain points the user is having while interacting with the applications on the go.

Professional Summary

10+ years of experience in Product/UX/UI Strategy & Design in diverse industry types across Information Architecture, Interaction Design and User Research domains.

Taken up varied roles & challenges to satisfy my passion of learning & sharing. All Channels Experience - all devices

Ability to innovate, implement ideas and work in an agile environment.

Directly managed team of 3-8 through research, ideation and execution phases and co-led engagements with executive stakeholders in my previous roles.

Excellent communication and interpersonal skills. Conducted company sponsored innovation competitions and workshops on Human centered design as part of mentoring and knowledge sharing.

Detail oriented and comfortable in a fast-paced environment with deadlines.

Technical Skills

Proficient on both Mac and PC platforms

Design Apps: Figma, Sketch, Invision, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks)

Wireframe Apps: Visio, Omnigraffle, Balsamiq

Office Apps: MS Office Suite (Word, Excel, PowerPoint), Keynote, Acrobat Pro

Video Apps: Adobe After Effects, Adobe Premier, Video Editing Tools (Final cut pro, Camtasia),

Prototype Apps: Axure, Framer, Invision, Adobe Xd

Programming: HTML 5, CSS 3, Javascript, jquery

Collaboration: Kanban, Jira, Mural, Miro, Trello

DIGITAS HEALTH – Senior User Experience Design Consultant | April 2013 | New York City

Projects: Healthcare – Eliquis Experience

Designed desktop & tablet application for Healthcare professional and mobile application for patients. Involved in conceptualization and wireframing the Eliquis experience for different device types so the experience is consistent and seamless across varied platforms. Involved in field studies and user testing to get feedbacks directly from users.

TRIGNOS – Principal User Experience Designer | May 2012 – March 2013 | Newark, California

Projects: Office Application; RC Toys Ecommerce Site; HRLife Clothing Ecommerce Site

Involved in conceptualizing and visualizing Office Application Zinni, which facilitates users in organizing Office & Personal work and helps them to connect, organize and keep track of their daily functioning.

Conceptualization & designing of ecommerce sites - Toyraitor (RC Toys) & HRLife (Clothing Line).

Also lead and collaborated on design proposals made by external vendors and facilitated smooth end-to-end UI implementation from conceptualization to visual design.

Focused on managing aggressive timelines, tasks and risks and coordinating with cross-functional teams across geographies.

E*TRADE – Senior Experience Architect | November 2010 – April 2012 | Jersey City, New Jersey

Projects: Customizable widgetized Account Management Dashboard; Account Transactions; Orders

Worked as part of Product Experience group responsible for new vision of wide range of financial products and internal applications of E*TRADE.

Researching disruptive innovation with regards to complex data display and manipulation within the financial services industry, including designing the information architecture for our new E*TRADE Mobile Pro Application for iPad. Conducted User testing to evaluate the existing application and new proposal to close the gap between offerings & customer needs.

Projects involved in were E*TRADE iPad Application and customer facing application with focus on Transfer Money, Account Transfer, Employee Stock Plan, Traditional IRA, View Orders Application design, Quick Transfer, Wire Out Money, Automatic Investing, Complex Orders, Account Aggregation and My Info.

FOX DIGITAL NETWORK – Senior User Experience Designer / Information Architect | August 2008 – May 2010 | New York City

Projects: Fox News Website; Fox Business Website; Content Management enabled Webpages

Involved in initiation of a new vision for Fox News to make it more accessible to the targeted User segment and increasing user base. I worked as part of the Fox Digital Business Analyst Group to lay out the guidelines for the site architecture which today serves as a blueprint for all Fox News sites.

Responsible in creating wireframes for Homepage and different sections within Fox News and Fox Business. Created custom layouts and module variations in Visio to display different news contents. Analyzed and created Business Requirement document to communicate the ideas to Stakeholders, Designers and Developers. Worked in tandem with Designers to implement the wireframes.

Exposure and training in Content Management System (Vignette 7) helped me to understand the flow and management of volume of news content from editor's perspective.

Worked towards advancement of interactive feature for both Fox News & Business by analyzing and researching new technologies and user aspirations.

Projects involved in were Fox News Homepage, Header, Opinion Section, Health Section, Politics section, Sitemap, Interactive Maps, Maps for Editor, Liveshots Blog, FN Specials & DVDs, Video CMS, Video experience, Fox Business Quotes, Fox Business Personal Finance, Tools and Internal Photo System.

TRIGNOS – Lead User Experience Designer | July 2006 – August 2008 | Newark, California

Projects: Sports Widgets; Our Country (Political Social Network); Facebook Apps & Analytics Tool Kave; Citysearch; Babycenter; DVD Play; reQall;

Worked on conceptualization & execution of various time bound and turnkey projects from requirements to visual design stage. Involved in creating new concepts and vision for products marketed by the ad sales. Complete responsibility of every aspect of design delivered to the development team. Worked on varied projects which included Facebook Applications, widgets, mobile applications, social networking sites, Industrial application, financial applications and ecommerce sites that gave me an insight into different aspects of user experience that need to be emphasized with each changing media types and requirements. Lead a team of designers on various projects. Collaborated and reviewed designs to come up with best possible design solutions.