# Shruti Shinde

**Product Designer**

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## Projects

**BookMyShow - Evaluative Project**
- Improved flow of buzz feature in BookMyShow app. Interviewed more than 5 users for user interviews and conducted testing along with Building UI of project.
- Targeted user retention metrics while improving the Buzz flow which gives entertainment-related news to the users.
- Did primary, and secondary research, usability testing, heuristics evaluation, and hypothesis validation or invalidation in the journey of this project.

**Design Thinking Project**
- Utilized design thinking approach, to enhance experience of kitchen by designing self-drain utensils rack. Facilitated more than 5 user interviews.
- Tested and revised design based on feedback received from users.
- The product has reduced the workload and the time for completing the task by 50% for a homemaker.

## Work History

**Oct 2022 - Current** | **UI UX designer**
*Kalvin techsol Pvt Ltd, hyderabad*
- Improved the existing design of web-based tool by following the UX laws. Owned the entire project.
- Proposed product design improvements based on insights gathered from interviewing 6 users to enhance the overall user experience.
- Framed UI of project. Contacted stakeholders to share changes to project scope and timelines. Generated Prototyping and wireframing.
- Worked on a feature end to end and handed over the designs to the developers.

**Sep 2021 - Mar 2022** | **QlikSense Developer**
*Team Computers Pvt Ltd, Pune*
- Played role of Developer in team size of 10. Prepared reports and monitored QMC.
- Developed QS dashboard and designed visualization solutions for business. Produced user reports and managed application reports.

**Feb 2019 - Sep 2021** | **QlikSense Developer**
*Cognizant Technology Solution Pvt Ltd, Pune*
- Deployed QS dashboard and built visualization solution for business using calculations like set expression, different loads, etc. Worked on 50+ dashboards.

- Led client interaction for requirement gathering. Developed user-friendly landing page, designed DB table structure as per business needs, and provided comprehensive documentation for UAT and production.

## Skills

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|---|---|
| Prototyping | Usability Testing |
| Wireframing | Heuristic Evaluation |
| UI Design | User Research |
| Figma | |

## Education

**Jul 2022 - Current**
**UXM: Product Design**
*UX Anudeep - WFH*
UX Design Fellowship

**Aug 2013 - Jun 2017**
**Bachelor of Engineering: ETC**
*Rajiv Gandhi College Of Engineering And Research - Nagpur*