SHUBHAM NAIK

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UX-UI DESIGNER

Experienced and innovative UX-UI Designer with five years of design experience spanning multiple platforms and products, adept at collaborating within agile multi-disciplinary teams to deliver user-centred design solutions. Skilled in conducting comprehensive UX research and analysis to drive product specification, information architecture, and user experience enhancements, with proven track record of delivering best-in-class designs aligned with brand guidelines and accessibility standards. Proficient in utilising design software such as Figma, Sketch, and Adobe Suite to rapidly produce concepts, prototypes, and high-fidelity designs, while leveraging technical constraints and cross-functional collaboration to inform design direction.

EDUCATION

Master of Arts in Design Management (80.50%)
Lancaster University, United Kingdom
2022 - 2023

- Proficiency in articulating design's strategic significance, leveraging expertise in design management, prototypes, and human-centred principles, and fostering innovative processes to drive organisational objectives.

- Academic Representative, led initiatives to improve student union and design department operations, enhancing collaboration and communication.

Bachelor of Design in Communication Design (7.3 CGPA)
Symbiosis International University, India
2016 - 2020

AREA OF EXPERTISE

Design Principles | User Research | (UX) User Experience Design | (UI) User Interface Design | Interaction Design | Prototyping | Usability Testing | Human-Computer Interaction | Information Architecture | Mobile Design | Design Systems | Responsive Design | Wireframing | Stakeholder Collaboration | Analytical Thinking | Persona Development | User Journey Mapping | A/B Testing | Qualitative & Quantitative Research | User Interviews | Accessibility Standards | Data Visualization | Agile Methodologies | Problem Solving | Excellent Communication

Technical Skills: Figma | Adobe XD | Sketch | WordPress | Basic Html/CSS | MS Office | Adobe Photoshop | Adobe Illustrator | Zeplin | OmniGraffle | UXPin

CAREER EXPERIENCE

Queen Accountancy, United Kingdom
Design Intern
2023 - 2023 *(2 mos)*

Utilised Adobe Creative Suite to create visually compelling graphic designs and illustrations that communicated client objectives and brand messaging. Applied design principles to develop innovative visual solutions that enhanced user experience and drove engagement across various digital and print platforms. Implemented proficiency in design software to execute projects with precision, and adhering to brand guidelines and project requirements. Leveraged cross-functional collaboration to drive implementation of design sprints while considering technical constraints and ensuring compatibility across digital mediums.

- Achieved an 80% reduction in editing time for clients by streamlining design workflow, and delivering over 50 digital assets for social media, brochures, and presentations.

- Enhanced brand recall and market positioning by pioneering novel brand language through comprehensive competitor study and integration of modern design principles.

- Exceeded client expectations through delivery of high-quality design solutions and developing strategies to meet project goals.

PaperPlane Solutions, India

UX/UI Designer   2021 - 2022 *(1.8 yr)*

Harnessed Sketch, Figma, and Adobe XD to conceptualize and prototype user-centric designs for websites and mobile applications, ensuring adaptability across multiple devices and screen sizes. Focused extensively on user research and usability testing to validate and refine designs, enhancing user satisfaction and interaction. Developed and applied UX principles such as user flowmaps and interactive prototypes to maintain consistent and intuitive user experiences across Android, iOS, and Web platforms. Crafted detailed UX strategies and product specifications for B2B/B2C and SaaS solutions, emphasizing seamless user journeys and effective integration within agile development teams.

- Achieved a 30% reduction in processing times for Dubai logistics operations by restructuring information architecture, optimizing user flows, and creating a design system from scratch. Enhanced user experience and operational efficiency through targeted user research, persona development, and scenario analysis.

- Drove remarkable surge in dashboard engagement for fintech firm, leading to improved user satisfaction and data utilisation by using inclusive design principles and aligning with W3C accessibility guidelines.

- Realized a harmonized UI and reduced cognitive burden for users by restructuring information architecture and streamlining user flows in the technology company's internal operations.

- Revitalised and managed E-commerce platform for engaging online shopping experience through collaboration with front-end developers to modernise and enhance user-friendliness web design.

- Mastered Usability Testing and User Research across multiple projects to diminish user errors and enhance task completion and product adoption rates.

Design Stack, India

Graphic Design Intern   2019 - 2020 *(4 mos)*

Executed design projects for both print and digital media, designing compelling layouts for brochures, posters, and packaging that strictly adhered to brand guidelines and printing specifications. Edited images and optimised compositions for page layout, enhancing visual design and readability in printed materials. Developed infographic designs and magazine layouts, combining creativity and strategic layout techniques to convey information to target audiences.

- Increased market share and built consumer trust by uniquely positioning a nutrition supplement brand through targeted design research and competitor analysis in India's competitive market.

- Accelerated customer interaction and raised product sales by boosting on-site customer experience and product marketing by crafting impactful large-size display panels for showroom presentations.

- Amplified brand recognition and cultivated customer loyalty metrics by curating brand book infused with core values to determine uniform brand messaging across all platforms.

- Upgraded brand consistency and garnered customer engagement across various mediums by contributing creative ideas for iterative design process across diverse graphic-related projects.

Odisha Design Council, India

Contract Graphic Designer   2019 - 2019 (3 mos)

Designed distinctive branding and wayfinding systems for Raghurajpur, Odisha. Led the project from initial field research with local artisans through to a comprehensive design proposal, culminating in a 40% increase in brand recognition. Developed a visual identification system with signage and color-coded elements, significantly improving village navigability and enriching cultural engagement. My adaptability and decision-making skills were pivotal in enhancing visual communication and navigation. Improved village navigability and enhanced visitor experience in Raghurajpur by developing an intuitive wayfinding system which increased tourist engagement and satisfaction.

- Boosted tourist satisfaction and visitor experience by developing an intuitive wayfinding system that seamlessly integrated with the village's cultural heritage.

- Deepened community connections and fostered cultural appreciation by conducting thorough field research, leading to unique branding initiatives aligned with local traditions.