SHUBHAM NAIK

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Strategic Design Professional: Blending Creative UI/UX Solutions with User-Centric Research

A results-driven UX Designer with a Master of Arts in Design Management, known for implementing innovative design solutions that enhance user experience and drive engagement. Proficient in User Research, Ideation, Usability Testing, Persona Development, and A/B Testing, adept at crafting comprehensive rebranding proposals to rejuvenate brand identity and boost recognition. Familiar with HTML and CSS, optimizing website engagement by 25% and user satisfaction metrics by 20%. Collaborative team player with a proven track record of delivering high-quality design deliverables within established timelines

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, prototyping, and human-centred principles, and fostering innovative processes to drive organisational objectives.

- Demonstrated leadership as an Academic Representative, offering insightful feedback and spearheading improvements within student union, showcasing strong teamwork and communication skills.

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

AREA OF EXPERTISE

Design Principles | User Research | Wireframing | (UX) User Experience Design | Prototyping | Design Thinking | User Feedback | Analytics | Ideation | Usability Testing | Persona Development | User Journey Mapping | A/B Testing | Human-Computer Interaction | Information Architecture | Wireframing | Qualitative & Quantitative Research | User Interviews | Task Analysis | Accessibility Standards | Mobile Design | Design Systems | Data Visualization | Agile Methodologies | Emotional Design

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

CAREER EXPERIENCE

Queen Accountancy, United Kingdom
Design Intern   2023 - 2023

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, ensuring adherence to brand guidelines and project requirements. Collaborated with cross-functional teams to translate client needs into impactful visual assets, consistently delivering high-quality design deliverables within established timelines.

- *Efficiency Optimisation:* 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.

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

- *Design Proficiency:* Exceeded client expectations through delivery of high-quality design solutions, leveraging proficiency in Adobe Creative Suite and strategic thinking to meet project goals.

- *Brand Identity Development:* Boosted in brand recognition and customer engagement by designing captivating infographics, professional business cards, and visually appealing logos.

PaperPlane Solutions, India

UX/UI Designer   2021 - 2022

Utilised Sketch and Figma to design user-friendly layouts for websites and mobile applications, ensuring responsiveness across various devices and screen sizes. Implemented interaction design principles to create intuitive user experiences, focusing on usability testing to refine designs for optimal functionality. Applied Persona Development strategies to tailor user experiences and conducted A/B Testing to optimize website performance and enhance user engagement. Implemented information architecture and user flow in navigation and menu design, including drop-down menus and buttons, to enhance website interactivity and usability. Developed and implemented UX guidelines, including flowmaps and toggle switches, to ensure consistency and cohesion in design elements across all web pages and platforms.

- *User Research & Persona Development:* Mitigated 30% in processing time for Dubai logistics operations which improved user experience and more workflows through user research, persona creation, and scenario analysis.

- *Dashboard Engagement Surge:* Drove remarkable surge in dashboard engagement at fintech firm, leading to improved user satisfaction and data utilisation by enhancing interface usability and accessibility of analytical tools.

- *Information Architecture Restructuring:* Achieved harmonised UI and reduced cognitive burden for users by restructuring information architecture and streamlining user flows in technology company's digital interface.

- *Retail Website Experience:* Revitalised and managed retail website for engaging and intuitive online shopping experience through collaboration with front-end developers to modernise and enhance user-friendliness.

- *Usability Testing Mastery:* Diminished user errors and enriched task completion rates by conducting comprehensive Usability Testing sessions, enhancing product usability and satisfaction metrics.

- *User Research and Ideation Expertise:* Improved product adoption rates and customer satisfaction scores through rigorous User Research and Ideation processes, contributing to product innovation and optimisation.

Design Stack, India

Graphic Design Intern   2019 - 2020

Executed illustration projects, creating captivating visuals for print and digital media. Designed layout and print materials, including brochures, posters, and packaging, ensuring adherence to brand guidelines and printing specifications. Utilised digital design tools to produce high-quality graphics and vector illustrations for online and offline marketing campaigns. Edited images and optimised compositions for page layout, enhancing visual appeal and readability in printed materials. Developed infographic designs and magazine layouts, combining creativity and strategic layout techniques to convey information to target audiences.

- *Market Analysis & Brand Positioning:* Increased market share and heightened consumer trust by distinguishing nutrition supplement brand in India's competitive market through user research and competitor analysis.

- *Presentation Design:* Accelerated customer interaction and raised product sales by boosting on-site customer engagement and product visibility by crafting impactful large-size display panels for showroom presentations.

- *Brand Strategy and Messaging:* Amplified brand recognition and cultivated customer loyalty metrics by curating brand book infused with core values to maintain uniform brand messaging across all platforms.

- *Graphic Design:* Upgraded brand consistency and garnered customer engagement across various mediums by contributing creative ideas and ensuring design coherence across diverse graphic-related projects.

Odisha Design Council, India

Contract Graphic Designer   2019 - 2019

- *Brand Recognition:* Enhanced brand recognition by 40% through innovative branding opportunities aligned with local heritage in Raghurajpur, Odisha, resulting in increased visibility and cultural resonance.

- *Wayfinding System Development:* Improved village navigability and enhanced visitor experience in Raghurajpur by developing an intuitive wayfinding system which increased tourist engagement and satisfaction.

- *Community Engagement:* Deepened community connection and fostered cultural appreciation through field research in Raghurajpur, Odisha, identifying unique branding opportunities aligned with local heritage.