SHRIYA DAS

USER EXPERIENCE DESIGNER(UX/UI)

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SKILLS

User Experience Design	Interactive Prototyping
Visual Design	Branding & Identity
Stakeholder Management	Design Strategy
Graphic Design	Creative Problem-Solving
Visual Storytelling	Project Management
Client Collaboration	Event Conceptualisation
Product Designing	Account Management
Research & Analysis	Concept Development

TOOLS

Figma	Adobe Illustrator
Miro	Adobe Photoshop
Asana	Adobe Indesign
Google Slides	Apple Keynote
Microsoft Powerpoint	Microsoft Word

EDUCATION

BACHELOR OF DESIGN | B.Des , 2015 - 2019
NATIONAL INSTITUTE OF FASHION TECHNOLOGY
GPA - 8.87 /10

ABOUT ME

As a full stack designer with 6 years of experience, I'm passionate about crafting user-centered digital products that make a tangible difference. I believe effective design starts with understanding user needs, prioritizing user research—from interviews and usability testing to competitive and data analysis—to gather actionable insights.

My approach blends strategic thinking and strong design skills to deliver impactful solutions that meet business objectives and exceed user expectations.

I translate complex user needs into intuitive and engaging experiences through an iterative and collaborative design process, utilizing established UX methodologies like information architecture, interaction design, and user flow mapping. I create high-fidelity designs and interactive prototypes, effectively communicating design concepts and testing usability.

I thrive in collaborative environments, working effectively with cross-functional teams—including product owners, developers, and stakeholders—to achieve shared business goals. As a strong communicator, I clearly articulate design rationale and advocate for user-centered solutions. My dedication to continuous learning ensures I stay current with UX/UI trends and best practices, consistently delivering innovative and effective digital experiences.

EXPERIENCE

USER EXPERIENCE DESIGNER | Salesforce
April 2022 - PRESENT

DESIGNER II | Aon
May 2021 - April 2022

DESIGNER | Mckinsey & Company
December 2019 - April 2021

CREATIVE - EXECUTIVE ACCOUNT MANAGEMENT | Phoenix Live Events
June 2019 - November 2019

AWARDS

HACKATHON WINNER 2023 | Salesforce

SPOT AWARD 2022 | Salesforce

IMPROMPTU AWARD 2021 | AON

BEST FEEDBACK AWARD 2020 | Mckinsey & Company

BEST QUALITY AWARD 2020 | Mckinsey & Company

EXPERIENCE OVERVIEW

USER EXPERIENCE DESIGNER | Salesforce
April 2022 - PRESENT

- **Driving Measurable Business Impact through UX Strategy & Design:** Significantly enhanced conversion rates within the industrial sector by leveraging UX strategy, user research, and interaction design. Collaborated with multiple industrial teams to identify and address product gaps, developing prototypes that reached millions of users and providing actionable user insights to key stakeholders.
- **Leading Cross-Functional Design Initiatives:** Led high-value projects, providing strategic direction and leadership to cross-functional teams (PM, PO, SEs) throughout all design phases, ensuring seamless project execution and successful product delivery.
- **Facilitating Knowledge Sharing and Design System Development:** Collaborated with cross-functional teams to develop and deploy a successful learning and knowledge-sharing strategy across multiple projects. Additionally, worked closely with the industrial product team to create reusable product design components for international and offshore SE/AEs, promoting consistency and efficiency.
- **Contributing to Business Development through UX Expertise:** Actively participated in pre-sales activities for UX projects, providing valuable market insights and compelling proposals to potential clients.
- **Establishing User-Centric Design Processes:** Aligned UX strategy across all product units, implementing user-centric and collaborative methodologies, including design thinking, prototyping, concept design, usability testing, and peer review, to optimize processes and improve overall product quality.

DESIGNER II | Aon
May 2021 - April 2022

- **User-Centered Digital Product Design for Consulting Solutions:** Focused on delivering user-centered digital product designs to support consulting services across diverse areas, including risk management, finance, and retirement solutions, ensuring alignment with specific business requirements.
- **Interactive Prototyping for Enhanced Client Engagement:** Utilized Figma to design and prototype interactive experiences, resulting in significantly improved client demo interfaces and a more engaging overall digital experience.

DESIGNER | Mckinsey & Company
December 2019 - April 2021

- **User-Centered Design for Enhanced Communication:** Developed design materials for McKinsey-advised firms, focusing on enhancing their communication effectiveness through user-centered design principles. This involved translating complex concepts into clear, engaging, and consistent platform designs.
- **Brand-Aligned Design Solutions:** Conducted thorough research into client brand identities to ensure all design outputs were aligned with their distinct corporate aesthetics, preferences, and business objectives. This ensured a cohesive and impactful user experience across all touchpoints.
- **Cross-Platform Design Expertise:** Designed materials optimized for both digital and print platforms, ensuring a seamless user experience regardless of the medium.
- **Collaborative Design Process:** Partnered closely with clients to understand their vision and requirements, ensuring the final designs effectively met their specific business goals and resonated with their target audience.

CREATIVE - EXECUTIVE ACCOUNT MANAGEMENT | Phoenix Live Events
June 2019 - November 2019

- **Strong Account Management & Client Relationships:** Successfully managed complex projects for high-profile clients (EY, Deloitte, Microsoft, Google), demonstrating strong client relationships and the ability to understand and meet client expectations throughout the entire project lifecycle. This included deep client engagement to define project scope, objectives, and success metrics.
- **Focus on User Experience by:**
  - Tailoring events to client needs: Ensured event plans aligned perfectly with client objectives and expectations.
  - Guiding design decisions: Collaborated with design teams, influencing the selection of design elements to create visually impactful and brand-consistent event materials. Developed clear guidelines and standards to ensure design consistency and a positive user experience across all event assets.