Shivangi

Digital Product Designer · UI/UX Designer

Seasoned product designer with 4 years' expertise. Proficient in user-centric solutions, stakeholder engagement, and product roadmaps. Adept at driving seamless collaborations for successful execution.

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IDC IIT Bombay M.Des | CPI: 9.16 / 10	**IGNOU (Distance)** M.A. Psychology

NIT Hamirpur
B.Arch \| CPI: 8.30 / 10

WORK EXPERIENCE

Microsoft / Product Designer
July 2022 – Present

- Currently enabling **on-canvas Copilot experience** to streamline creator workflows, allowing for more seamless design & editing within PowerPoint.
- Achieved **878K MAU in 6 months** of launching Playlists on Stream Web. This success was driven by pioneering a strategic vision and delivering targeted features based on extensive user research.
- Delivered a **56% increase in upload completion** and a **22% reduction in drop-offs** for Stream's web and mobile platforms by enhancing the top funnel experience.
- Increased usage from **1.8M to 12M MAU in a fiscal year** of the OnePlayer mobile across top M365 products (Teams, Outlook, and OneDrive) by fostering collaboration with cross-functional teams globally.
- Achieved a **95% user migration** rate for the new Stream mobile app 2.0, serving as a launch pad for driving experiments in video-first scenarios.

Samsung / UX Designer
May 2021 – July 2021

- Conducted extensive research to understand user needs and preferences within the context of augmented reality (AR) for **Camera+AI team**.
- Engaged in ideation sessions to generate creative concepts for the **Samsung AR Canvas** application.
- Designed high-fidelity screens that optimised user interfaces for spatial interactions.
- Focused on creating a liberating and engaging AR experience for **Gen-Z users**.

HCP Design / Communication Designer
Jan 2020 – May 2020

- Build strategy & assets for public communication for the **New Parliament,** Central Vista project in New Delhi and the redevelopment of shri **Kashi Vishwanath Dham,** Varanasi.

SKILLS & TOOLS

Interaction Design: UI/UX, Human psychology, Accessibility, Gamification, Design fiction, Service design, Figma, Protopie, Adobe Creative Suite, Procreate

Interface Design: Storytelling, Design systems & patterns, Brand guidelines, Graphic design, CSS, Video editing, Micro-interactions, HTML

Research: Quantitative & Qualitative research, Usability testing, Experiment design, Competitive analysis, Data analysis, Qualtrics

Strategy: Product strategy, Roadmap planning, North star vision, Brainstorming, Team alignments, Product marketing, Dealing with ambiguity, Handling complex problems

Management: Cross-functional collaboration, Culture shaping, Relationship building, Velocity

MENTORING

Topmate.io (topmate.io/shivangi_ux)

*"As a TopMate Mentor in the field of design, I consistently ranked in the **top 5% of mentors.** My role involved conducting personalised **1:1 sessions** for **16 individuals** guiding them through their design careers. I assisted mentees in enhancing their design skills and supporting their professional growth within the industry.On average, I received a **4.9/5 rating** from those I mentored."*

WORK EXPERIENCE (CONTINUED)

Vivante International / UX Designer
Jan 2021 – Mar 2021
Conducted usability evaluations & re-designed webpages to enhance user comprehension of 16 different immunity supplements for Gardeno, resulting in **increased checkout by 22%**.

CogAI Solutions / UX Designer
Oct. 2020 – Nov. 2020
Designed and implemented an **Industry 4.0** platform that extracts analytics from operator behaviour to maximise equipment **efficiency of the manufacturing plant**.

The Works / User Experience Designer
Dec. 2020 – Jan. 2021
Developed website designs, brand identities, brochures, magazines, outdoor media, digital media, and motion graphics for Maliram Jewellers, Bafna Avenue construction project in Mumbai and Glutaweis Cosmetics.

INTS Pvt. Ltd. / UX Designer
May 2020 – Aug. 2020
Developed websites, brand identities, packaging labels, and product graphics for French brands including Zadecaffe, ExoticDiets, and OracleView.

Daffnie.co / Freelance UX Designer
Feb. 2020 – May. 2020
Engaged in various freelance projects and collaborated with NGOs and social campaign pages.

Social Sushi / UI/UXDesigner
Dec. 2018 – Jan. 2019
Created engaging websites and content for various cafés and restaurants, including Dessertwala, TheRedKettle, and Eden Goodness Cafe.

Adhyat / Visual Designer
Dec. 2018 – Jan. 2019
Created website and illustrations for merchandise and social media, celebrating the rich heritage and contemporary outlook of Indian culture.

The Research Pedia / UI/UX Designer
Jun. 2017 – Aug. 2017
Researched and designed infographics for TurmericForHealth's website, highlighting the benefits of turmeric and curcumin.

Hiren A. Gandhi / Architect
May 2018 – July 2018
Dhobi Talav, Moti Daman; Sanskruti Kunj, Gandhinagar & VS Girls Hostel, Ahmedabad.

CERTIFICATIONS

AI Foundations / Skill-Up AI
Microsoft
Gained foundational AI skills in design to thrive in an AI-first future.

GenAI : Intro to LLMs / LinkedIn
Frederick Nwanganga
Basics of generative AI and LLMs, types and how they have evolved.

Mobile Rapid Prototyping / Udemy
Adolfo Olivo
Learning interactions, animations and motion design in Figma

Social Global Challenge / DXS21
UMO Design
Designing a service to handle economic crisis for the underprivileged

Learning Brainstorming / LinkedIn
Stefan Mumaw
Effective creative brainstorming sessions, including what to do before, during, and after each session.

AI for video content creation / DXS21
Nick Harauz
Generative AI tools that create entirely new content based on text prompts

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AWARDS

Global Hackathon / Microsoft
Project Vocalize: Using voice to redefine gaming accessibility for Mortal Kombat on XBox console using voice enabled commands

D'source Design Challenge / IIT-Bombay
Open design challenge of choice category
Illustrated story book on the history of the spread of coronavirus for children