

SHIBANI SIRCAR

UX DESIGNER

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CAPSTONE PROJECT

Designed a user experience for first-time millennial home buyers to see red flags in text-heavy disclosure documents and to see the intrinsic value of residential properties. The solution was born out of pain points that surfaced during user interviews and affinity mapping. The main user stories addressed the lack of transparency and helped bridge the knowledge gap in an otherwise complicated process

WORK EXPERIENCE

INDEPENDENT STUDY | GAP YEAR

JAN 2018 – CURRENT, SAN JOSE, USA

- Completed Bootcamp at BrainStation for UX Designer course in July 2022
- Completed Intro To UX course from Georgia Tech via Coursera in 2021

SENIOR ANALYST

LatentView Analytics Pvt Ltd

MAR 2014 – NOV 2017, CHENNAI, INDIA

- Predicted, and developed a consumer lifetime model on the basis of user's current and historic KPIs in order to determine the retention of Xbox subscribers
- Computed ROI for users acquired through post-marketing efforts for a search engine user acquisition campaign. It allowed the clients to manage investment decisions to optimize their ROI
- Developed a methodology to understand the behavior of user interactions with a browser and search engines
- Identified and monitored SMB performance, behavior, and anomalies for a market-leading payments provider

PROGRAMMER ANALYST TRAINEE

Cognizant Technology Solutions

AUG 2013 – FEB 2014, CHENNAI, INDIA

- Evaluated and analyzed the problem definition and requirements
 - Created business requirement documents and design documents like flowcharts, component diagrams, and sequence diagrams
 - Worked on modules, including bug fixing and enhancements during training, using JSP and Servlets
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EDUCATION

BrainStation | Diploma, User Experience Design

APR 2022 – JUL 2022, SAN JOSE, CA

PSG College of Technology | Bachelor in Engineering, Computer Science

AUG 2009 – MAY 2013, TAMIL NADU, INDIA

SKILLS

Design

Wireframing | Prototyping | Mockups | Task flow | User stories | Affinity Mapping | Heuristic Evaluation

Tools

Figma | InVision | POP App | HTML | SQL | TeraData | PowerBI