

SHIBANI SIRCAR

USER EXPERIENCE (UX) DESIGNER

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PROFILE SUMMARY

Data driven, user centric and detail oriented Computer Engineer with over 4 years of experience working as a Business Analyst and transitioning to UX designer role. Have handled projects related to Customer Engagement & Acquisition, Trust & Risk Analytics and User Behavioral Analytics. Worked directly with data science teams from Microsoft, Paypal and eBay on a variety of projects

RELEVANT EXPERIENCE

CAPSTONE PROJECT | [HOME ANALYST](#)

Developed a mobile app concept that helps first time home buyers identify and comprehend the hidden red flags in text heavy documents while purchasing a house. The solution was created to eliminate the pain points that surfaced while interviewing first time home buyers

DIPLOMA | INDEPENDENT STUDY | GAP YEAR

Jan 2018 – Present, San Jose, USA

- Completed User Experience Design Diploma from BrainStation in July 2022
- Completed Introduction to User Experience Design from Georgia Institute of Technology via Coursera in 2021

ADDITIONAL EXPERIENCE | BUSINESS ANALYST

LatentView Analytics Pvt Ltd | Senior Analyst

Mar 2014 – Nov 2017, Chennai, India

- Predicted and developed a consumer lifetime model based on user's current and historic KPIs to determine the retention of Xbox subscribers for Microsoft
- Computed ROI for Windows 10 users, acquired through post-marketing efforts, for a Bing user-acquisition campaign. It allowed Microsoft to manage investment decisions and improve their ROI
- Developed a process to analyze user behavior for Bing users while using Microsoft Edge. It helped the client segment users appropriately and personalize user feed
- Created dashboards on Paypal's SMB merchant behavior. My work provided the foundations for several workstreams including: churn analysis, user segmentation and anomaly detection

Cognizant Technology Solutions | Programmer Analyst Trainee

Aug 2013 – Feb 2014, Chennai, India

- 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

EDUCATION

- User Experience Design Diploma from BrainStation in April 2022–July 2022
- Bachelor's in Computer Science Engineering from PSG college of Technology Aug 2009 – May 2013, Tamil Nadu, India

AWARDS

- Won the first place out of 8 teams in BrainStation's Spring 2022 Industry Day Hackathon. Collaborated with an interdisciplinary team to develop a mobile concept that inspired customers to explore the incredible journeys that brand ambassadors took while using Canada Goose products | [Industry Day Project](#)
- Awarded \$2500 Women in Tech scholarship from BrainStation

SKILLS

Design Wireframing, Prototyping, User Research, Storyboarding, Mockups, Affinity Mapping, Accessibility, Problem solving

TOOLS

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