SHIBANI SIRCAR

User Experience Designer

CONTACT

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EDUCATION

BRAINSTATION
Diploma in User Experience
Design
April 2022- July 2022

PSG COLLEGE OF TECHNOLOGY
Bachelor of Engineering in
Computer Science
2009-2013

CERTIFICATION

**GEORGIA INSTITUTE OF
TECHNOLOGY VIA COURSERA**
Introduction to User Experience
Design
2021

SKILLS

- Design
- User Research
- Prototyping
- Wireframing
- Story Boarding
- Affinity Mapping
- Accessibility Design
- Problem Solving

TOOLS

- Figma
- Canva
- InVision
- POP App
- HTML
- SQL
- TeraData

ABOUT ME

UX designer using analytics, user research and empathy to craft compelling, intuitive and engaging designs. Have over 4 years of work experience working as Business Analyst

USER EXPERIENCE

CAPSTONE PROJECTS
BrainStation (APR 2022-Present)

- Home Analyst : Crafted a mobile design solution to empower First-Time Home Buyers in recognizing and understanding concealed red flags within inspection and disclosure documents. This innovative solution systematically eradicated pain points surfaced through in-depth user interviews, providing a seamless and intuitive tool to enhance the home-buying experience for first-time buyers.

- Canada Goose: Designed a digital solution to augment brand loyalty among customers, by showcasing Canada Goose's commitment to sustainability through impactful narratives from brand ambassadors and by showcasing the products they use. The solution won the first prize in the hackathon

ADDITIONAL EXPERIENCE| ANALYTICS

SENIOR ANALYST
LatentView Analytics Pvt Ltd (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 work streams including churn analysis, user segmentation and anomaly detection

PROGRAMMER ANALYST TRAINEE
Cognizant Technology Solutions (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