





SHIBANI SIRCAR

User Experience Designer

-  San Jose, CA, USA
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SKILLS

Design

UX/UI, Prototyping, Wireframes, Information Architecture, Accessibility Design, Design Strategy, Journey Mapping, Interaction Design

Research

User Interviews, User Testing, Quantitative and Competitor Analysis

Software

Figma, Invision, HTML, SQL

EDUCATION

BrainStation

Diploma in User Experience Design
(Apr 2022 - Jul 2022)

PSG College of Technology

Bachelor of Engineering in Computer Science
(Aug 2009 - May 2013)

CERTIFICATION

Georgia Institute of Technology Via Coursera

Introduction to User Experience Design
(Apr 2021)

UX Designer leveraging analytics, research, and empathy to create impactful, user-centered designs. With over four years of experience in Business Analytics, I bring a data-driven approach to crafting intuitive and compelling user experiences.

RELEVANT EXPERIENCE

UX Designer | Home Analyst X BrainStation

(JUL-NOV 2022) CA, USA

- Developed a mobile solution aimed at empowering first-time homebuyers to identify and comprehend hidden red flags in inspection and disclosure documents
- Addressed critical pain points uncovered through comprehensive user interviews, resulting in a seamless, intuitive tool that enhances the home-buying and decision making process

UX Designer | Canada Goose x BrainStation

(JUL 2022) CA, USA

- Designed a digital solution to boost customer engagement by seamlessly integrating compelling narratives from Canada Goose ambassadors, emphasizing their sustainability and environmental reform efforts, enhancing brand loyalty and customer connection
- Achieved first place in a competitive hackathon for designing an innovative solution, which has been effectively implemented on the Canada Goose website, contributing to enhanced user engagement and brand visibility

WORK EXPERIENCE : ANALYTICS

Senior Analyst | LatentView Analytics Pvt Ltd

(Mar 2014 - Nov 2017) Chennai, India

- Developed a consumer lifetime model utilizing key performance indicators (KPIs) to forecast Xbox subscriber retention for Microsoft, enhancing strategic retention efforts
- Calculated return on investment (ROI) for Windows 10 users acquired through post-marketing initiatives, enabling Microsoft to optimize investment decisions and improve ROI for a Bing user-acquisition campaign
- Designed a process to analyze user behavior for Bing users on Microsoft Edge, facilitating accurate user segmentation and personalized user feed
- Created comprehensive dashboards for PayPal's SMB merchant behavior, laying the groundwork for critical work streams including churn analysis, user segmentation, and anomaly detection

Programmer Analyst Trainee | Cognizant Technology Solutions

(Aug 2013 - Feb 2014) Chennai, India

- Produced design and business requirement documents for modules including bug fixing using JSP and Servlets