SHILPA DEEPAK SARKAR

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OBJECTIVE

Senior UX Designer with 11 years of experience, seeking to pursue a Master's in Design Strategy and Innovation with a focus on research and leadership. Aiming to deepen expertise in UX strategy, research, and human-centered design to lead impactful projects, mentor teams, and drive innovation in UX-mature organizations.

EDUCATION

Bachelor of Engineering in Information Technology, Bapurao Deshmukh College of Engineering, Nagpur University, Sewagram, **Percentage: 62.26%**   **August 2009 - July 2013**

WORK EXPERIENCE

Specialist UX Designer, NiCE, Pune.   **June 2025 - Present**
- Own end-to-end UX design for performance management features within the CXOne platform - from research and ideation to design delivery and stakeholder reviews.
- Collaborate with Product Managers to understand priorities, define requirements, and align designs with business goals.
- Present design solutions to cross-functional teams, including Product Managers and Developers, ensuring clarity and alignment throughout implementation.
- Appreciated by management for delivering an extensive, insight-driven usability testing report that guided key product improvements.

Sr. UI/UX Designer, Trigyn Technologies, Remote.   **Oct 2022 - June 2025**
- Directed a team of designers in crafting user-friendly interfaces for the MindCompanion app, enhancing mental health support for approximately 70k UN personnel while ensuring consistent adherence to psychological best practices.
- Created high-fidelity prototypes and reusable design components, improving design consistency and reducing development time.
- Revamped Emitra, an e-governance platform, simplifying workflows and enhancing accessibility, leading to a significant increase in user adoption and engagement.
- Mentored junior designers, developing their skills in UI/UX design principles and software tools.

Senior UIX Engineer, UST Blueconch, Pune.   **Apr 2017 - Aug 2022**
- Redesigned a CRM app for a hotel chain and an in-house SaaS product for assessing team maturity.
- Led various UX activities, including research, journey mapping, wire-framing, and usability testing.
- Spearheaded UX for a SaaS solution for Agile and DevOps maturity, enhancing usability, workflow efficiency, and accessibility, cutting development costs by 90% and accelerating implementation by 50% for the clients.
- Facilitated effective UX workshops, gathering user requirements and feedback, and contributed to the project's success, earning recognition from management.

QA Engineer, Foodlink IT India Ltd, Pune.   **Apr 2017 - Aug 2022**
- Ensured quality assurance for critical food supply chain applications, demonstrating meticulous attention to detail and improving operational efficiency.
- Identified usability issues and collaborated with developers to optimize user experience.

Analyst, Convergys, Bengaluru.   **Aug 2014 - Jun 2015**
- Provided technical support for AT&T customers, troubleshooting issues, and ensuring customer satisfaction.
- Collaborated closely with IT and business teams, leveraging strong communication skills to resolve user concerns efficiently and ensure seamless solutions.

TECHNICAL SKILLS

- **UX Research & Analysis (6 yrs):** User research, heuristic evaluation, documentation, and synthesis

- **Design & Prototyping (6 yrs):** Wireframing, prototyping, and design systems using Figma, Adobe XD, InVision, Zeplin
- **Usability & Accessibility (5 yrs):** Usability testing, A/B testing, and WCAG standards compliance
- **Information Architecture (6 yrs):** Card sorting and tree testing with OptimalSort
- **Collaboration & Handoff (6 yrs):** Cross-functional teamwork, brainstorming, and workflow mapping using Miro; developer handoff and design documentation
- **Visual Design Tools (1 yr):** Adobe Photoshop, Illustrator
- **Research & Testing Tools (1 yr):** Dovetail, Hotjar, UserTesting

CERTIFICATIONS/WORKSHOPS/ADDITIONAL COURSES
- UX Management: Strategy and Tactics, IxDF. Link   **2025**
- Mobile UX Strategy: How to Build Successful Products, IxDF. Link   **2025**
- Product Design: Introduction to Ergonomic Considerations, Pluralsight. Link   **2020**
- Psychology of Interaction Design, Pluralsight. Link   **2020**
- UX Design Fundamental Course, Imagine XP. Link   **2019**

ACHIEVEMENTS/CO-CURRICULAR/EXTRACURRICULAR
Professional Achievements & Initiatives
- Delivered a talk titled *"No Player Left Behind: A Case of Inclusive Design"* on World Usability Day at NiCE, exploring the intersection of accessibility and gamification in inclusive design.   **2025**
- Received praise from the manager at NiCE for delivering a detailed usability testing report that influenced product improvements.   **2025**
- Volunteered for UX Booth at Sparkhaton (NiCE) within 2 months of joining, contributing to user engagement and event execution.   **2025**
- Coordinating a workshop on Effective Collaboration, fostering teamwork, and process awareness.   **2025**
- Presented a Figma design workflow session at Trigyn, educating colleagues on design tool benefits and best practices.   **2024**
- Conducted a Design Thinking workshop with cross-functional teams (managers, developers, QA) at UST, enhancing problem-solving and team alignment.   **2021**

College/Academic Activities
- Wheelspin: Grassroots member and coordinator for the Advertisement & Registration Committee.   **2013**
- Paper Presentation: "Mobile & Adhoc Network" at the national-level tech fest Wheelspin. **2011**
- Participation Prizes: Debugging (Genesis 2010), Model Making Competition.   **2010**
- Attended Robotic Arm Manipulator (2010) Workshop, Aero Modeling Workshop (Puspak), and Techno-Tonic Live Workshop on Networking, enhancing technical knowledge.   **2010**
- Event Leadership & Engagement: Led campus event planning and execution, including decor and logistics, hosted departmental events and sessions.   **2011 - 2013**

COMMUNITY INVOLVEMENT
- **Donation to A Ray of Hope Charitable Trust (2025) -** Donated personal and family items such as clothes and books to support underprivileged communities.
- **Recycling Initiative with Respun (2025) -** Contributed personal and family items for upcycling and sustainable reuse, promoting environmental responsibility.
- **Accessibility Study, Small Disability-Focused Company (2018) -** Collaborated to understand accessibility pain points, providing actionable insights for improving product usability.
- **Tree Plantation Drives, College & Community Initiatives (2011-2013) -** Participated in plantation drives, contributing to planting 200+ trees.
- **Community Space Cleaning, Childhood & College (2008-2013) -** Volunteered in maintaining cleanliness and hygiene in shared community areas, promoting environmental awareness.

LANGUAGES KNOWN
English (Proficient), Hindi (Fluent), Bengali (Native), Marathi (Fluent), and Japanese (Basic).