SARANG SHUKLA

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7 years of experience in UX/UI Design Delivery, Design Management, Establishing Design System, Usability Testing, UI Testing, User Research, Design Thinking, Product Design, Interaction Design, Service Design. In domains like Banking, Insurance, ERP, CRM Applications and Government Digital Services (GDS).

Work Experience

HITACHI Vantara | Sr Consultant UX Delivery Lead
SEPT 2021 - TILL DATE

Worked on ERP and SaaS Product.

- Increased productivity by 60% by optimising the user journey by empathising with the user pain points and aims. I worked closely with BA and product owner to understand requirements and converted them into meaningful wireframes, prototypes, and user flows by following user centric design strategies and Implemented inclusivity in design as per WCAG 2.1 guidelines.
- I created design system to implement a consistent UI Design and produced intuitive visual mockups by following the design guidelines and Enhanced Design System time to time.
- Conducted grooming sessions with the engineering team to make sure development meets the expected user experience.
- As UX mentor, I conduct design thinking sessions with campus hire interns to make them understand the how design decision contributes in SDLC.

Xoriant | Sr UX Designer
MARCH 2021 - SEPT 2021

Worked on Insurance product and In-house Annual Appraisal System.

- Led a team of UX designers in executing design projects from concept to delivery.
- Daily calls with clients was driven by me for reviews and for brainstorm new requirements.
- Engineering team support by conducting refinement sessions with UI asset deliveries.
- Daily design sync-up sessions with the larger design team.

Ernst & Young | Sr UX Consultant Band 2
JAN 2019 - MARCH 2021

Worked on Government Digital Services, SaaS, Insurance, HRMS.

- I was involved in 5 projects and led design team for 3 of them contributed to team efforts with capturing Project requirement, competitive benchmarking, Initial conceptualisation, wireframes creation and design review with Junior UX designers and UI Team.
- Travelled to client location to conduct UX workshops, Conducted usability testing and gathered feedback for iterative improvements, Quick white boarding to jot down the business flows and converting them into wireframes to visualise logical user flow.
- Supporting pre sales team by User Research, Competitive Benchmarking, Customer Journey Mapping and concept creation for the business pitches.

FCUX Design Studio | Interaction Designer
MARCH 2018 - DEC 2018

Worked on Banking, Insurance, Pre Sales Pitches to get business.

- Conducted user research to understand user needs and pain points.
- Designed wireframes and prototypes for web and mobile applications by following the best practices as per android and IOS platforms.
- Achieved responsive behaviour by applying the mobile first approach.
- Created interactive prototypes to demonstrate design concepts.
- Design handover to development with UI assets with Zeplin tool.

Synechron Technology | Quality Assurance
APR 2012 - MARCH 2018

Worked on Walmart Equipment Insurance and in-house HRMS portal

- Writing and exequting test cases using JIRA.
- Logging defect by following STLC & SDLC.
- Performing, UI testing , Regression testing and User Acceptance Testing.
- Working in agile methods and attending daily sync-up calls and scrum meetings.

Skills

Design
- Wireframes
- Concept Sketchs
- Visual Design
- high-fidelity Mockups
- high-fidelity Mockups
- Interaction Design
- Design System
- Style Guides
- Iconography
- Illustrations
- A/B Testing
- Design Prototype

Research
- Task Flow
- User Flow
- Usability Testing
- User Research
- User Interview
- Persona
- Information Architecture
- Customer Journey Mapping
- Heuristics Evaluation
- Competitive Benchmarking

Tools

- Figma
- Dreamweaver
- Adobe XD
- Sketch
- Jira
- Miro
- Illustrator
- Invision Prototype
- Chalkmarker
- Zeplin
- WIX Studio
- Adobe Creative Suite

Awards

HITACHI Creative Innovation Award Winner - 2022.

Education

MSc Design Management
HeriotWatt / Galashiels
Jan 2022 - May 2023

My Thesis research was focused on gamification Of obsolete IT process and developed a highly engaging game on employee onboarding and induction process. Keeping the current situation on WFH and hybrid work model where employee retention has become a challenge.

UX Design Course
ImaginXP Design Institute / Pune
2016 - 2017

During my UX course I took a real world problem of Automobile breakdown and created an SOS app. By following User Centric Design Process and by applying the laws if heruistics evalutions. My POC Was highly appreciated by jury and got 8/9 band.

Engineering Electronic & Comm
SDITS Engineering College
2006 - 2010