Hello, I'm
Anushka Shahlot

UX DESIGNER

London
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ABOUT

I am a designer with over 7 years of Industry experience in various design disciplines. I have worked with and delivered products for many global brands.
As a Product Designer I have worked in various industries like Hospitality, Aviation, Retail and IT and have **experience with working with web3 and AI / ML Products.**

With extensive project leadership experience, I excel in tailoring the design process to meet client needs and project requirements. My versatile approach ensures personalized and effective design solutions, consistently exceeding client expectations.

WORK

Some Samples of my UX work :
UX Portfolio

My Personal Work and pursuits as a designer :
www.nufflepuff.com

EXPERIENCE

Nov ,2023 — May, 2022

Moonraft (Now UST Evolve), India
Lead UX Designer

- Kickoff and Design/Research: Led the UX efforts for a new employee management platform for an aviation company
- Design System Creation: Oversaw the development of a comprehensive design system and library in collaboration with a UI designer

July, 2023 — June, 2022

Dell Technologies(Contractor), India
Lead UX Designer - AI/ML Pricing tool

a. User Experience (UX), Interface, and Visual Design:
- Owned end-to-end feature design, from conceptualization to implementation.
- Defined, designed, and meticulously documented features to ensure seamless user experiences.
- Conducted thorough competition analysis to stay ahead of industry trends.
- Conducted UX audits, resulting in significant improvements to overall visual interactions within the product.

b. Process Optimization and Efficiency:
- Pioneered the adoption of Figma features, streamlining design processes and saving valuable design hours.
- Championed efficient workflows, enhancing productivity across the design team.

c. Market Insight and User-Centric Solutions:
- Led a critical proprietary market insight feature.
- Engaged in user interviews to deeply understand their needs.
- Rigorously tested solutions with users, ensuring alignment with their requirements.

April, 2022 — Jan, 2020

Wipiway - Real Nifty
Lead Designer/Researcher - UI/UX

- RealNifty is a curated NFT marketplace and agency helping accomplished artists and creatives showcase and sell their work.
- Designed seamless user experiences for the website.
- Continuously updated designs and flows to align with client needs and use cases.

May, 2022 — Feb, 2020

Popcornapps , Hyderabad, India
UI/ UX Designer

a. Product Design and Ownership:
- End-to-End Experience: Designed and owned the complete user experience for multiple products.
- Brand Collaborations: Created products for renowned brands such as Facebook, Motorola, Nintendo and De'Longhi.

b. Design Consultancy:
- Employee Management Platform for Derwent London.

OTHER EXPERIENCE

Over the last decade, I have worked on multidisciplinary projects, building a versatile design resume. My experience includes working with interior design in India, Milan, and London, as well as providing branding consultation and creating logos and visuals as a graphic designer.

Additionally, I have served as a **Creative Head** for more than 70 events across India. Drawing from my strong design background, I prioritize good design in all my work.

I specialize in creating experiences and solutions. As a designer have a knack of communicating a narrative through my work and marrying form and function, at the same time I always aim to find the most efficient way to get there.

EDUCATION

National Institute of Design, Ahmedabad, India

Bachelor of Design (B.Des)
2012 - 2017

National Institute of Design (NID) is internationally acclaimed as one of the finest educational and research institutions for Industrial, Communication, Textile and IT Integrated (Experiential) Design. It is a statutory institute under the DPIIT, Ministry of Commerce and Industry, Government of India. It has been recognised as an 'Institution of National Importance' by the Act of Parliament, by virtue of the National Institute of Design Act 2014. It is also recognised by the Department of Scientific and Industrial Research, Government of India as a Scientific and Industrial Research Organisation.

University of Ferrara, Italy

Exchange Semester
Sept 2014 - Jan 2015

The University of Ferrara is the main university of the city of Ferrara in the Emilia-Romagna region of northern Italy.

REFERENCES

Available on Request

SPONSORSHIP: Not required - UK Resident (spouse visa)

SKILLS

Process

Rapid Prototyping
Storyboarding
Design Research
Interaction Design
Wireframing
Design Ideations

Designing

Sketching
Wireframing
UI Designing

Prototyping

Figma (Expert)
Framer

Technical

Figma (Expert)
Adobe Suite