Hello, I'm
Anushka Shahlot

UX DESIGNER

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ABOUT

A Designer with over 7 years of Industry experience in various design disciplines.
I have worked with and created products for many global brands.
As a Product Designer I have worked in various industries like Hospitality, Aviation, Medicine 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

- UX Lead for the kickoff and UX design / Research for a new Employee management platform for an aviation service provider in the USA.
- Oversaw the creation of a Design System and Library with a UI Designer

July, 2023 — June, 2022

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

- User Experience, Interface , Visual Experience
- Responsible for R&D on Product Features on the Business roadmap and owned the features
- Define, Design and write documentation for features.
- Competition analysis
- UX Audit- Improved overall visuals & interaction of the product
- Improved Design processes- Spearheaded the adoption of Features of Figma that improved overall productivity and saved Designer manhours across the team.
- Owned a major proprietary Market Insight feature - including interviewing users to understand the use and then testing the solutions with the users

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 all user flows and interactions for the website
- Updated design and flows based on needs and use cases of the clients

May, 2022 — Feb, 2020

Popcornapps , Hyderabad, India
UI/ UX Designer

Designed and owned the end-to-end experience for multiple products.
Created products for brands Like Facebook, Motorolla, Delonghi
Also worked in a Design consultant capacity for a Visitor Management Application for Derwent London.

OTHER EXPERIENCE

I have over the last decade worked in projects that are multi-disciplinary in nature and have a amassed very versatile design resume. I have worked in Commercial Interior Design (in India, Milan and London), Branding consultation, Logo & Graphic design. I have worked as a Creative Head for over 70 Events all across the country in India. Coming from a strong Design background I am able to put good Design in the forefront of 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

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