

SHIVANI SUBRAMANIAM - PRODUCT / UX DESIGNER

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SUMMARY

UX/UI designer skilled with a background in visual design and animation production to enhance user experiences and create intuitive design solutions. Adept at conducting and analyzing user research to create high quality and visually appealing products in a fast paced environment.

SKILLS

Software: Figma, XD, Sketch, InVision, Webflow, Adobe Suite, Google Suite, 3D software

Design Skills: Competitive Analysis, Heuristic Evaluation, Journey Mapping, User Interviews, Personas, Wireframing/Prototyping, User Testing, Task Analysis, Usability Testing

Additional Skills: Brand Development, Motion Graphics, 3D Animation, Storyboarding

UX/UI DESIGN PROJECTS

MindTrack - Prototype | [Link](#) — 02/2024

- Worked iteratively with a team of data analysts and engineers to create a website prototype within 1 week and won a hackathon with the project
- Designed a user friendly mental health support website for employees to track their mood, stress and activity levels
- Developed user journeys and distinct personas to identify a gap in the market and create a solution.

Frame by Frame - High Fidelity Prototype | [Link](#) — 10/2023

- Designed a intuitive movie review site focused solely on animated media for users to discover films and read and leave reviews
- Identified key pain points and necessary features to create a sophisticated design to fill a market niche
- Developed a distinctive, high-fidelity interactive prototype from scratch, serving all roles as the solo UX/UI Researcher and Designer

Tutorstar - High Fidelity Prototype | [Link](#) — 08/2023

- Designed a sophisticated mobile app for a client to easily find tutors for their young children in 3 weeks
- Utilized double diamond design process and user-centered design to create an intuitive design to achieve the client's needs
- Built a branded, high-fidelity clickable prototype as a solo UX/UI Researcher and Designer using Figma

Wanderbus - UX Designer | [Link](#) — 07/2023

- Designed a navigational mobile app that facilitates bus travel in a metropolitan city using live tracking for accurate travel times
- Solo UX/UI Designer- conducted user research, created low and high fidelity prototypes and branding, and conducted user testing, built a branded, high-fidelity clickable prototype using Figma and Illustrator.

PROFESSIONAL EXPERIENCE

Invisirisk

Boston, MA

Freelance Designer

08/2022 - 01/2023

- Created an early stage dashboard design in Figma for a software security start-up as a proof of concept for the founders
- Created visually appealing demo screens to display at investor pitch meetings

Oxiwear

Arlington, VA

Freelance 3D Visualization Artist

05/2022 - 08/2022

- Created and rendered a 3D animated visualization video and a logo video of a pulse oximeter product for a health tech start-up using Keyshot and the Adobe Aftereffects and Premiere
- Animated, lit, and rendered various instructional videos of the product using 3D software that was used to market the product both on social media and to educate investors

EDUCATION

***Chegg Skills* — Online, Bootcamp**

Certificate, UI/UX Design — 04/2023 - 10/2023

- Conducted user surveys and interviews, leveraged data to develop personas, empathy, and journey maps, user stories, and flows in order to make informed design decisions
- Utilized the double-diamond process and design sprint and client projects to gain project experience in a fast paced environment
- Created effective case studies to showcase findings and design decisions with clients and stakeholders

***Loyola Marymount University* — Los Angeles, CA**

Bachelor of Arts, Animation — 08/2016 - 12/2020

***Sogang University* — Seoul, South Korea**

Exchange Semester — 02/2019 - 7/2019

- Courses in Digital Media, Philosophy, and Asian Film Studies
- Understands Korean in intensive Korean Language program

***Summerfuel Oxford University* — Oxford, London**

Summer Program Certificate — 06/2015 - 07/2015

- Courses in Architecture and English Literature