






SHRIYA DAS


USER EXPERIENCE DESIGNER

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SKILLS

User Experience Design	Interactive Prototyping
Visual Design	Branding & Identity
Stakeholder Management	Design Strategy
Graphic Design	Creative Problem-Solving
Visual Storytelling	Project Management
Client Collaboration	Event Conceptualisation
Product Designing	Account Management
Research & Analysis	Concept Development

TOOLS

Figma	Adobe Illustrator
Miro	Adobe Photoshop
Asana	Adobe Indesign
Google Slides	Apple Keynote
Microsoft Powerpoint	Microsoft Word

EDUCATION

BACHELOR OF DESIGN | B.Des , 2015 - 2019
NATIONAL INSTITUTE OF FASHION TECHNOLOGY
GPA - 8.87 /10

ABOUT ME

I am a full-stack designer with around 6 years of experience in user research, strategy and user experience design.

I excel in delivering top-quality digital outputs through collaborative and innovative approaches, utilizing UX methodologies, user research, high-fidelity designs, and rapid prototyping.

Proficient in Figma and Adobe Creative Suite, I strive to create meaningful and efficient solutions that seamlessly blend aesthetics with practicality.

I have conducted comprehensive research to understand users needs and have tried to define better solutions for it.

My dedication lies in delivering user-centric digital solutions that exceed business requirements and expectations. I have a proven track record of working closely with product owners, UX designers and developers to achieve business goals.

My work consistently reflects a deep understanding of user needs and behaviors, leading to highly effective and engaging digital experiences. I am committed to continuous learning and improvement, always seeking to enhance my skills in digital creative and technology.

EXPERIENCE

USER EXPERIENCE DESIGNER | Salesforce
April 2022 - PRESENT

DESIGNER II | Aon
May 2021 - April 2022

DESIGNER | Mckinsey & Company
December 2019 - April 2021

EXECUTIVE ACCOUNT MANAGEMENT | Phoenix Live Events
June 2019 - November 2019

AWARDS

HACKATHON WINNER 2023 | Salesforce

SPOT AWARD 2022 | Salesforce

IMPROMPTU AWARD 2021 | AON

BEST FEEDBACK AWARD 2020 | Mckinsey & Company

BEST QUALITY AWARD 2020 | Mckinsey & Company

EXPERIENCE OVERVIEW

USER EXPERIENCE DESIGNER | Salesforce

April 2022 - PRESENT

- Collaborating with cross-functional teams to simplify complex ideas into user-friendly visual narratives, ensuring they meet business requirements like product demos and enhance user experience.
- Designing and prototyping interactive demo applications in Figma, focusing on improving user engagement and effectiveness.
- Translating user concepts from initial sketches to high-fidelity designs using Figma, maintaining flexibility to adapt to user needs throughout the process.
- Participating in UX problem-solving to transform complex information into intuitive, user-centric designs that are easy to understand and navigate.
- Developing and implementing user-centered design strategies, effectively adapting to last-minute changes and iterative feedback to achieve optimal user outcomes.

DESIGNER II | Aon

May 2021 - April 2022

- Focused on delivering high-quality digital outputs, with an emphasis on user experience design for their various products.
- Created innovative designs to support consulting services in areas such as risk, finance, and retirement solutions, ensuring alignment with business requirements.
- Leveraged Figma to design interactive projects, enhancing client demo interfaces and improving overall digital experiences.

DESIGNER | McKinsey & Company

December 2019 - April 2021

- Developed and devised design materials for a variety of firms advised by McKinsey, thereby improving their ability to present effectively.
- Undertook comprehensive research on the brand identities of clients to develop designs that were in harmony with their distinct corporate aesthetics and inclinations.
- Focused on the production of design materials suitable for both digital and traditional print platforms.
- Worked in partnership with clients to grasp their concepts and criteria, guaranteeing that the designs fulfilled their precise commercial objectives.
- Utilised innovative and tactical approaches to simplify intricate concepts into attractive and consistent branding designs.

EXECUTIVE ACCOUNT MANAGEMENT | Phoenix Live Events

June 2019 - November 2019

- Orchestrated and supervised corporate functions for eminent clients such as EY, Deloitte, Microsoft, and Google, managing the entire process from initial planning to final realization.
- Engaged deeply with businesses to formulate detailed event plans, making certain they correspond with their precise objectives and anticipations.
- Worked in coordination with design units to produce materials for events, guiding the selection of design elements and motifs.
- Performed extensive investigations into the brand identities of clients to generate and influence distinctive, brand-consistent event themes and designs.
- Created inventive directives and standards to aid design teams in the creation of visually uniform and striking event assets.