

SHIVANJALI VERMA RANCE

PRODUCT DESIGNER

 Based in London, United Kingdom  Full-Time Work Permit

WORK EXPERIENCE

SARITASA | New York, United States

Mid-level UX/UI Designer | Aug 2023 - Present

- Built holistic products (SaaS, B2B, Enterprise) and tools for 10+ clients across multiple platforms & devices (CRM, Web, Mobile)
- Contributed and maintained to a growing design system that works across different platforms & products.
- Led client projects and meetings to determine functionality from inception to completion even during undefined, complex product requirements.
- Conducted customer research, UX audits to assist in developing scenarios, use cases and propose creative solutions to fulfil business objectives.
- Ensured efficient delivery of products following the design & delivery processes even within strict deadlines.

UX/UI Designer | Jul 2022 - Jul 2023

- Designed functional products using design methods to accomplish the goals for multi-industry audiences.
- Collaborated with cross functional teams including project & product management, development, engineering teams to deliver product from concept to launch.
- Participated and aided in product development critiques with teammates to deliver quality experience.
- Represented work to external client teams, technologists and other leaders.
- Trained & supported in practical application of responsive, accessible and inclusive design.

ONE PLUS TECHNOLOGY | New York, United States

UX/UI Designer | Jan 2021 - May 2021

- Participated and awarded to build an interactive theme design for One Plus mobile device - AOD mode, lock-screen and charging screen for the design launch at OnePlus collab with Parsons.
- Conducted user research to explore the nuances of internet of things and human interactions with technology.
- Navigated the esoteric design challenges in manoeuvring the user testing, curating pitch to the audience.
- Developed human centric design to ease the user experience of handling the mobile technology.

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 [shivanjaliverma8](https://www.linkedin.com/in/shivanjaliverma8)

EDUCATION

PARSONS SCHOOL OF DESIGN, THE NEW SCHOOL

New York, United States | Aug 2020 - May 2022

MFA, Design and Technology

UNIVERSITY OF PORTSMOUTH

Portsmouth, United Kingdom | Sept 2016 - July 2019

BA (Hons), Fashion and Textile Design

PEARL ACADEMY

New Delhi, India | July 2015 - July 2016

Fashion Design - Foundation Year Certificate

DESIGN SKILLS

DESIGN

Product Design, User Experience Design, User Interface Design, Visual Design, User Interaction Design, System Design, Graphic Design, Motion Design, Computational Art, Physical Computing, Creative Coding, Communication Design

UX METHODS

User Research, Information Architecture, Site Maps, Heuristic Evaluation, User Scenarios, User flows, User Personas, Journey Maps, Market Research, Comparative Analysis, Trend Analysis, Qualitative and Quantitative Research, Story Boarding, Usability Testing, Rapid Prototyping, Wireframes

SOFTWARE

Figma, Miro, InVision, Sketch, Atlassian - Jira & Confluence, Asana, Wix Studio, Adobe Creative Suite: Illustrator, Photoshop, After Effects, InDesign, Rhino 3D, SketchUp, Cinema 4D, Arduino

DEVELOPMENT

HTML/CSS, P5.JS (JavaScript)

ACHIEVEMENTS

ONE PLUS TECHNOLOGIES & CO. LTD

New York, United States | July 2021

Received an award for UX Design concept for AOD contest

DEAN'S SCHOLARSHIP

New York, United States | Aug 2021 - May 2022

Parsons School of Design