

# SHIVANJALI V. RANCE

## UX/UI DESIGNER

 Based in London, United Kingdom  Full-Time Work Permit

### WORK EXPERIENCE

**SARITASA** | New York, United States (Hybrid)

**Mid-level UX/UI Designer** | Aug 2023 - Dec 2025

- Designed and shipped SaaS, B2B, B2C and Enterprise products for 10+ clients across multiple platforms & devices (CRM, Web, Mobile).
- Led end to end design on client projects from discovery to delivery, translating ambiguous business requirements into scalable solutions.
- Contributed and scaled a cross platform design system, improving design consistency and reducing design to development handoff.
- Used AI tools (ChatGPT, Figma AI, Notion AI) to synthesise research, improve efficiency, productivity and strategise
- Conducted user research, UX audits, heuristic evaluations, and sometimes workshops to inform product strategy and design decisions.
- Designed UI and UX flows for immersive, interactive VR experiences, focusing on usability and spatial navigation.


**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.
- Presented work to external client teams, significant stakeholders, technologists and other leaders.
- Trained & supported in practical application of responsive, accessible and inclusive design.
- Drove multiple projects of varying scope simultaneously in a fast-paced environment.

**ONE PLUS TECHNOLOGY** | New York, United States

**Junior UX/UI Designer** | Jan 2021 - May 2021

- Awarded for an interactive theme design created for the OnePlus x Parsons collaboration, including AOD, lock-screen, and charging screen experiences.
- Conducted user research exploring human technology interaction and Internet of Things (IoT) use cases to inform design decisions.

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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, ChatGPT, Notion, 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*