

Shilpa Kankaria

UX Designer

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PROFESSIONAL SUMMARY

Creative, user-centred designer with 7+ years of experience in delivering intuitive, accessible digital products across web and mobile platforms. MSc in UX & Interaction Design with deep expertise in end-to-end product development, design systems, and user research. Skilled at translating complex user and business needs into data-driven solutions through research, storytelling, and cross-functional collaboration. Expert in qualitative/quantitative research, A/B testing, rapid prototyping, and WCAG accessibility standards within agile, regulated environments.

CORE SKILLS

User Research (Qualitative & Quantitative): User Interviews · Usability Testing · A/B Testing · Research Synthesis · Empathy and Journey Mapping · Personas · Task Analysis · User & Task Flows · Heuristic Evaluation

UX & Product Design: User-Centred Design · Information Architecture · Interaction Design · Wireframing · Low- & High-Fidelity Prototyping · UI Design · Visual Design · Brand Design · Design Systems · Responsive Design · End-to-End Experience Design · Data-Informed Design · Accessibility (WCAG) Design · Inclusive Design · Data Informed Design

Collaboration: Agile and Scrum · Iterative Design · Stakeholder Management · Cross-Functional Collaboration

Tools: Figma · FigJam · Adobe Creative Suite · Sketch · InVision · Miro · Framer · Jira · Confluence · Google Analytics · Hotjar · Shopify · Notion · Basic HTML

PROFESSIONAL EXPERIENCE

Operations Service Expert – Teleperformance Limited

Glasgow, United Kingdom | July 2025 - Present

- Identified and escalated usability issues across digital banking journeys, supporting UX improvement cycles.
- Translated real-time customer feedback into actionable usability insights for accessibility and service optimisation.
- Collaborated with cross-functional teams to improve customer experience and support user-centred digital services.

Senior Fashion Merchandiser (UX & E-commerce Experience) – M1 Marketing Services Private Limited

Chennai, India | September 2022- September 2023

- Conducted qualitative **user interviews** and competitive **market research** to improve e-commerce **service design strategy, information architecture** and product categorization across categories.
- Led cross-functional team of 5 designers through agile research cycles, facilitating daily design reviews and stakeholder presentations to drive **user-centered decision making**.
- Designed end-to-end vendor onboarding service flow, mapping **user journeys** across multiple touchpoints and aligning backend operations with user-friendly portal design.
- Implemented **quantitative usability testing** on Shopify platform using behavioral analytics, achieving 17% reduction in cart abandonment through **data-driven design iterations**.
- Created **user flows, wireframes, and prototypes** for campaign-driven experiences, ensuring timely delivery of research-informed solutions.

UX Content Designer – Skuteam India Private Limited (SILQ)

Chennai, India | February 2022 - July 2022

- Mapped comprehensive B2B user journeys across apparel sourcing ecosystem, conducting stakeholder interviews and defining end-to-end **service flows for SaaS dashboard** optimization.
- Redesigned vendor onboarding workflows using **research insights**, reducing processing time by 20% and improving supply chain efficiency by 22%.
- Integrated **accessibility research (WCAG compliance)** into interface components, conducting usability testing sessions to ensure inclusive design implementation.
- Created personalized presentations with strategic **UX layouts** and clear KPI visualization, improving client onboarding.
- Facilitated **agile sprints & team design reviews**, ensuring research-led decisions drove design outputs across teams.
- Led **A/B tests** and usability studies to identify and resolve user pain points, supporting data-driven improvements across product lifecycles.

Design Manager (Digital Experience) – Go Fashion Limited (Go Colors!), Chennai, India

Chennai, India | February 2016 - October 2020

- Streamlined vendor **onboarding processes** using insights from **stakeholder research**, reducing approval delays and increasing visibility of milestones and reducing operational delays by 12%.
- Designed and implemented **color-filtering interface system** based on user research insights, boosting product discoverability and **increasing search-to-click conversions** by 14%.
- Conducted user research & user behavior analysis to create targeted product content that helped stakeholder understand product USPs better & contributed to a 28% increase in sales performance.
- Led user research initiatives analyzing fashion technology trends and competitor user experiences to design **data-informed product discovery flows**.
- Collaborated and created user centered designs by rapid prototyping and ensuring measurable improvements in engagement metrics that aligned with **business goals & accessibility standards**.
- Developed early-stage wireframes and interactive prototypes based on user research validation, improving product storytelling through evidence-based visual thinking.

EDUCATION

Glasgow Caledonian University – Glasgow, United Kingdom | September 2023 - September 2024

M.Sc in User Experience and Interaction Design (Merit)

Relevant Modules: Human Computer Interaction (HCI), Research Studies for Computing and Creative Technologies, Visual Design & Prototyping, Applied Usability, Applied User Psychology, 3D Production for Virtual Reality

National Institute Of Fashion Technology (NIFT) – Chennai, India | June 2010 - May 2014

B. Design in Fashion Design

- Design Award for best graduation project with Distinction

University of Leeds – Leeds, United Kingdom | January 2012 - May 2012

• Student Exchange Program

CERTIFICATIONS

- Profession Bootcamp in UX/UI – Design Boat UI/UX School (Jan 2022)
- Generative AI for UX Designers – Coursera (March 2025)
- Generative AI: Introduction & Applications – IBM – Coursera (March 2025)
- Agile Development & Scrum IBM – Coursera (April 2025)