# 𝕊 Shambhavi Virgaonkar

Graz, Austria

Passionate UX professional with multi-disciplinary background and a proven ability to translate user insights into user-centric designs. Seeking to leverage research-driven skills in a Product Designer role to create a more significant impact in enhancing user experiences

## Work Experience

### UX Researcher & Designer
*Gen Game | July 2022- present | UK*

- Contributed heavily to nearly every **design decision** by being the voice of customer for an energy management mobile app with user base of 30k.
- Planned and conducted research with an **iterative approach** in collaboration with **cross-functional teams** including product, design, data science, engineering and business to define & present **key actionable insights** & **design recommendations.**
- Led product growth & development by **36%** increase in user satisfaction through moderated and unmoderated **usability testing.**
- Conducted card sorting user research to improve information architecture of the app resulting in **50%** increase in the users finding the app easy to navigate.
- Initiated and **led collaborative workshops** with UX team to guide design with research insights by creating **personas, scenarios**, **user journeys, user flows, wireframes** and **prototypes.**
- Initiated and led emphasis of **accessibility and responsive design** improvements guided by insights from user research.

### User Researcher
*Lagom Strategy | April 2022 (temporary)| UK*

- Analyzed user interview data, crafted **user needs** and created **personas.**
- Learned about the Lagom methods and techniques including **agile** for **ResearchOps**, user research and discovery projects.
- Gained a deeper understanding of Government Digital Service (**GDS**) standards and the role of user research in the public sector.

### Visual Designer
*Startup Farms | Jan 2020- Aug 2021 | India*

- Devised and executed innovative strategies and brand guidelines, contributing to a **30%** growth in social media engagement of brands.
- Implemented **design requirements** for diverse projects, spanning websites, and other digital media, ensuring a seamless fusion of aesthetics and **user-centric principles** for enhanced product experiences.

### Design Intern
*Gozoop Online Pvt. Ltd| July 2019- Sep 2019 | India*

- Acquired and implemented **design strategies** and guidelines, crafting compelling visuals for renowned tech brands like Dell and Alienware, resulting in a **6%** boost in social media engagement.

## Education

### MA User Experience & Service Design
*Loughborough University, UK | Oct 2021- Oct 2022*

### Bachelor of Architecture
*Pune University, India | 2014- 2019*

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## Leadership Roles

### ADP Mentor
*ADPlist.org | March 2023- present*

### Student Ambassador
*Loughborough University | Dec 2021- Oct 2022 | UK*

### Course Representative
*Loughborough University | Nov 2021- Oct 2022 | UK*

## Awards

### Ford Fund Smart Mobility Challenge
*Highly Commended Entry*

- Proposed a UX and Service design solution of pet sharing with a concept of 15-minute neighbourhood

## Skills

- Figma / Adobe XD
- Jira
- Miro
- Sketch
- German A1