

SHINNY JAIN

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Career Summary

UX Researcher with +1 year experience in the field of service and web design looking for a position which involves end-to-end experience designing in collaboration with IT, Research and Business department of the company.

In my current role, I lead on requirement gathering workshops, qualitative and quantitative research as well as data analysis for B2B businesses aligning the end product recommendations with their needs. The outcomes of the research are delivered as a detailed report along with presentations to senior stakeholders in the company.

UX Skills

User research: Interviews, Surveys, Ethnographic Research, Focus Group Testings, Participatory Design Workshops

Usability Testing: Interviews, A/B Testing, Click Testing, Card Sorting, Heuristic Evaluation

Solution design: Solution Design Sessions, Personas, Storyboards, Stakeholder Mapping, Sketching, Interactive Prototypes, User Journeys, Card Sorting, Agile Development, Wireframing

Software, Languages: Axure, Invision, Sketch 3, Google Analytics, Adobe Creative Suites, HTML 3, CSS 5

Professional Experience

UX Consultant, Strategic Discourse, Sep 16 – Present

Strategic Discourse is a management consultancy firm working mainly in public sector (Health, Education, Local Government) ensuring sustainable service delivery to the end users of the clients. Some of the services they provide include: Research and analysis, Strategic Consulting, Operations Consulting, Sales Assistance, Marketing and Communication and Technical Consulting.

User Research Methods: User Workshops, Data Management, Interview Analysis, Stakeholder Mapping, Client Engagement, Project planning and Development, Report Writing, Usability Testing

Software Used: MS Office, Salesforce, Wordpress, HTML5, CSS3, InDesign, Illustrator, Photoshop

Clients: Orpheus (charity sector), NET (Multi-Academy Trust), CGI (Healthcare), HCH (Education)

- Qualitative Research: With the approach of delivering student-centric solutions, I invested lot of time in observing the users, interviewing them as well as evaluating them on open-text survey answers.
- Quantitative Research: For some of the clients, I analysed their performance matrix of previous years against their competitors to recommend best approach solutions supported by the data gathered from quantitative research.
- Competitive Evaluation: Based on location, sectors, target customers and similarity in problems, I have conducted thorough competitive analysis to provide enhanced solutions.
- Business Strategy Development: My process of user research involves identification of end to end business processes of clients which lead to recommending new marketing, IT, operations strategy.

Junior UX Consultant, BORN, UK, June 16 - Sep 16

Born is an award winning global design agency. During my internship, I was directly reporting to Mr. Simon Davies (Head of UX) and Alex (Senior Consultant) working on multi-national client projects like TATA, Mamas and Papas etc.

User Research Methods: Market Survey, Card Sorting, Taxonomy Review, Journey Maps, Persona Building

Software used: Axure, Demandware, Invision, Omnigraffale

- Usability Testing – I provided recommendations to BORN NY Team, based on usability testing carried out by a firm in India in order to increase traffic on the website and compete with Amazon and FlipKart e-commerce platforms. Due to my Indian sensibilities, I could provide a better overview as well as suggestions to improve the traction of users on the website.
- Google Analytics – I successfully carried out web analytics (using google analytics) for one of the clients and provided suggestions to improve conversion rate. Most of their users were dropping out on particular web pages which was resolved by designing new wireframes and providing additional features.
- Wireframing – I was incharge of the 'Checkout' and 'My Account' wireframes developed based on the out of the box Demandware features in both english and arabic versions. The project was in direct collaboration with IT department at BORN, where I regularly reviewed and updated the annotations to ensure that the functionality of the website is aligned with out of the box demandware.

UX Design/Research Intern, IAMYIAM, UK, Jan 16 - May 16

Platform for health and wellness connecting users as well as practitioners.

User Research Methods: Information and UX Architecture, Site Mapping, Focus Groups

Software used: Invision, Sketch 3, Photoshop, Illustrator

During this internship, I was under training from project manager Mr. Christopher Brisley who was a great mentor in taking me through the architecture design of the website. Some of the step by step processes we designed, were implemented on the website with inclusion of flat web scheme designed by me. Being at the initial stages, I received a thorough knowledge of information architecture and end to end web development including testing as well as pivoting of the business ideas according to the constant feedback received from market research.

Broadening Horizons Project Assistant – Design Lead, Kingston University, UK, Jan 16 - April 16

A project in collaboration with Lucid Direct Ltd (SME in Kingston) regarding design survey on position of print media among younger generation and how experience design can change the buying behaviours of youth.

Trainings undertaken: Project Management, Team Work Enhancement, Presentation & Communication Skills

- Client Engagement: Being design lead in the project, I was responsible for getting approval on designs and presenting back updates and changes to the head designer of 'Lucid Direct'.
- Service Design Research: This project required the team to understand the customer journey in various stores of Londi's, Sainsbury etc. and increase sales of print media among youths. With our conducted pilot, the stores saw an increase of 30% sales in magazines in one day.
- Design Marketing Collaterals: Along with the research, we supplied various Planograms, Point of Sale designs and 3D Display designs to the clients which were designed by me after analysing quantitative data from global markets.

Education

Masters in Sustainable Design (Distinction), Kingston University, London, UK, Sep 2015 - 2016

Modules: Designing Research, Design for Social Innovation - Service Design, Creative Futures - Interaction Design, Sustainable Products - User Centred vs Earth Centred Designs, Double Diamond Design Management Project - collaborative start for startups (Dissertation)

Diploma in Web Design Development (2:1), Arena Animations, India, Sep 2014 - Feb 2015

Modules: HTML 5, CSS 3, Google Analytics, SEO, Photoshop, Illustrator, Indesign, Wordpress

BA (hons) in Fashion Design (2:1), Pearl Academy affiliated by NTU, UK, Aug 2010 - May 2014

Modules: Design Concepts, Fashion: function & Details, Visual & Cultural Studies, Form Realisation, Industry Internship, Advanced Fashion Research and Specialisation

Achievements

Winner of Kingston Gold Award, Kingston University, Jan 2017

For my participation in non-academic activities as well as involvement in various KU projects related to project management and sustainable practices, I was presented this award during my graduation ceremony.

Winner of GREAT Scholarship Award, British Council, Sep 2015

15 Indian applicants every year are supported financially to study in UK for post-graduation course.

Winner of Dr A.K.G Nair Award, Pearl Academy, Oct 2014

Recognised for my research and design skills during fashion design, I was awarded the most prestigious award of Pearl Academy in the name of our founder Dr. A.K.G. Nair. This is awarded to two applicants every year from the entire under graduation batch for being the 'Most Outstanding Graduate' of that year.

Winner of Bronze Award, Creative Conscience Awards, London, UK July 2014

Creative Conscience Awards in collaboration with Design Council, UK selected my final under graduation project as the winner in the category of fashion and textile design.

Winner of Gold Award, Creativity International Awards, USA Oct 2013

Recycled Packaging Textiles - the theme of my final year collection 'Last Errors of Plastics' was awarded gold in the category of 'Repurposed Packaging' for its innovation and sustainable approach.

Other Relevant Experience

Climate Change Invigilator: To raise awareness regarding climate change, I participated as invigilator for 'Dress for our time' by Helen Storey. The duties involved engaging with passengers, creating awareness about the issue of refugees and climate change, ask opinions and get messages on the forensic suits.

Green Impact Project Assistant: At Kingston University, I helped Digital Media Workshop in managing their carbon footprint and creatively reduce their impact to achieve NUS award. My suggestions of replacing regular lights with censored ones and putting up posters with basic instructions helped the team win bronze award.

Online Courses

Initiating and Planning Projects (81.5%), University of California, Oct 2014 Successfully undertaken online course based on planning of projects.

Modules Studied include: Project constraints, Project stakeholder mapping, Key elements of project planning, Responsibilities of project manager

Skills Developed: Project planning, Organisational skills, Management abilities

Environmental auditors Training (Cert.), Institute of environmental management and assessment, April 2016

One-day training program initiated by National Union of Students at Kingston University

Modules Studied include: Documenting internal controls, Audit findings, Fieldwork and work-paper techniques Skills Developed: On field auditing, Audit report writing, Time-management and Communication skills

Personal Interests

Personally, I am very outgoing and fun-loving person. I like attending events and meetups in the field of UX, business, service design as well as upcoming technologies like BigData and Internet of Things. I am a member of google campus where I like hanging out with budding entrepreneurs started as a part of my final dissertation project. For relaxation, I like sketching doodles and enjoy travelling to unfamiliar places.

Recently, I have started writing articles on LinkedIn regarding my perspective on user research, empathy in design and business transformations reflecting my passion for collaboration between design and business field.

LinkedIn: <https://www.linkedin.com/in/shn11/>

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