

SHINNY JAIN

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Personal details

I am an enthusiastic, articulate and observant UX researcher, graduated in the field of Sustainable Design from Kingston University.

Having gained experience on contract based projects of user research and service design with companies like Lucid and F&D, I shifted to the field of strategy and UX design with my ongoing role of junior UX Consultant at BORN.

Currently, I am looking for full-time roles in the field of user experience focusing more on experience mapping and user research.

Achievements

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.

Professional Experience

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

Born is an award winning global design agency. Currently, I report to Mr. Simon Davies (Head of UX) and Alex (Senior Consultant) for the projects from clients like: The Modist, TATA CliQ, Mamas & Papas

User Research methods: Market survey, card sorting, taxonomy review, journey maps

Softwares used: Axure, Demandware, Invision

- Developing UX strategies specific to the clients
- Data Analysis and User Research for different projects
- E-commerce platform synchronisation with demandware
- Annotations and reviewing wireframes
- Atomic web design methodology for naming web templates
- Creating interactive wireframes in Axure
- Arabic version wireframes specific to demands of clients
- Checkout, Account and Email modules completed under guidance of senior UX consultant

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

Platform for health and wellness connecting users as well as practitioners

Softwares used: Invision, Sketch 3, Photoshop, Illustrator

- User focus groups on improving the platform
- Creating User journey maps as well as sitemaps
- Implementing MVP style on front end websites
- Integrating changes with minimal designs and features

Research Assistant, The Fashion and Design Club, UK, Dec 15 - April 16

Research sectors: history, marketing strategies, brand positioning, brand market analysis, legal issues

- Luxury brands research from business perspective
- E-books to be launched for fashion students
- Brands researched on - Fendi, Tory Burch

Broadening Horizons Project Assistant, 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

- Research on convenient stores (Londis, Sainsbury's) - creating user journey maps
- Carrying out surveys and questionnaires on current magazine displays
- Designing new POS, Fixtures as well as Planograms

Recycling Promoter, Keep Britain Tidy, UK, Oct 15 - Dec 15

A project based on reducing food wastage around London in collaboration with Surrey County Council to distribute flyers and bin bags to the mapped houses.

Other Relevant Experience

Climate Change Invigilator: In order 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 in order 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.

Volunteer: For networking opportunities, I volunteered for events like Mobile UX London (Oct 2015), Lean Startup Summit (May 2016), Startup Grind (June 2016) and Responsible Business Summit (June 2016) interacting with various companies like Virgin Atlantic, Boots, Fairphone, Huawei etc. regarding upcoming sustainable strategies.

Skills

User research: Workshops, interviews, surveys, ethnographic research, focus group testings

Solution design: Solution design sessions, personas, storyboards, stakeholder mapping, sketching, interactive prototypes, user journeys, card sorting, agile development, wireframing

Software: Axure, Invision, Sketch 3, Google Analytics, Adobe Creative Suites

Education

Masters in Sustainable Design (Predicted 1st), Kingston University, Sep 2015 - Present

Modules studied include: Designing Research, Design for Social Innovation - Service Design, Creative Futures - Interaction Design, Sustainable Products - User Centered vs Earth Centered 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 studied include: HTML 5, CSS 3, Google Analytics, SEO, Photoshop, Illustrator, Indesign, Bootstrap

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

Modules studied include: Design Concepts, Creative Textiles, Fashion: function & Details, Visual & Cultural Studies, Material Exploration, Form Realisation, Industry Internship, Advanced Fashion Research and Specialisation

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 dancing, sketching doodles and enjoy travelling to unfamiliar places.