User Experience Designer

Shivani Kadav

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Profile

Experience designer with +5 years of experience Building and leading design teams while creating human centred sustainable designs, creative and intuitive experiences. Skilled at conceptualising and delivering end to end design and development products and services.

Expertise

- Experience design
- Product design
- Advance prototyping & usability testing
- Strategy & project management

Education

2021 – 2022	**Kingston University** Msc. User Experience Design	London
2015 – 2019	**Symbiosis Institute of Design** B.Des Graphic Design	India

Employment

October 2022- Present   **Westminster City Council** — London

1. Led the end-to-end product design process for key council services, including Report It, Community Investment Portfolio, Pensions, and Planning Portal, utilising product methodologies to enhance user experience and operational efficiency.
2. Report It: Implemented online forms and chatbot assistants, reducing contact centre calls by 76.3% within a year.
3. Community Investment Portfolio: Aligned community needs with corporate social responsibility agendas, empowering locally led solutions.
4. Pest control: Spearheaded a new user-centred website & app redesign, increasing site engagement by 61% and new users by 63%.
5. Planning Portal: Contributed to the development of standardised data specifications for planning applications, aiming to improve interoperability and transparency.
6. Collaborated with cross-functional teams and facilitated workshops to transition from traditional methods to AI-driven solutions, fostering innovation and accessibility in council services.

Employment

May- August 2022	**Instinet: Nomura- (Internship)**	London

Collaborated with the Analytics and Insights team to enhance a fintech product's user experience. Conducted user research, mapped user journeys, and developed wireflows and interactive prototypes to improve usability and engagement.

February- April 2022	**Scabal (Internship)**	London

Led the end-to-end redesign of Scabal's website, aligning it with their luxury brand image through a comprehensive design thinking process. Developed immersive, scroll-based homepage experiences and refined visual storytelling to reflect Scabal's heritage and craftsmanship.

August 2019- August 2021	**Tata Consultancy Services**	India

1. Redesigned web portals for UK clients, including Nissan Pension Scheme and NBA (Next Best Action), delivering visual designs, wireframes, UI, and interactive prototypes.
2. Developed intuitive web portals across Analytics and Insights domains for BFSI and Biotechnology platforms, enhancing data-driven decision-making.

December 2018- March 2019	**The Love Triangle Studio (Internship)**	India

Worked on digital advertisement campaigns & website interfaces.

2016	**The Renaissance (Internship)**	India

Teacher & mentor for design and architecture entrance exam aspirants & portfolio guide.

Skills

Tools

- Adobe Creative Suite
- Figma
- Miro
- Office 365

Design Skills

- Design Research
- Wireframing, UI Design
- Accessibility
- Storyboarding, Journey Mapping
- Workshop Facilitation