

# Shruti Kapoor

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🌐 [Portfolio](#)

🌐 [Linkedin](#)

**\*\* I am currently holding Skilled Worker Dependent Visa and do not need visa sponsorship \*\***

Hello! I'm a UX Designer/Researcher based in London with 6 years of industry experience in the Hospitality, Insurance, and Communications sectors, curiosity about understanding people and solving complex problems with a human-centered design approach to create tangible yet innovative user experiences. My background as a former UI (front-end) developer adds strong technology skills to my UX toolkit which helped me create seamless and meaningful user interactions across various digital, physical, and virtual mediums.

## Experience

### Qisetna

London, UK | Dec 2023 - Present

User Experience Designer | Volunteer

- My responsibilities included creating a user-friendly interface and an infographic impact that promoted cross-cultural understanding and reached audiences worldwide.
- This experience allowed me to merge my passion for design with a meaningful cultural narrative, making a lasting impact on the representation and preservation of Syrian Culture.

### Goldsmiths College, University of London

London, UK | Apr 2022 - Sep 2022

Client : Goldsmiths College

User Experience Researcher & Designer

- Explored how an interactive web application integrated with Microsoft can enhance virtual community, alleviate Zoom fatigue, and boost the well-being of remote employees.
- Conducted in-depth primary and secondary research to gather insights from industry experts working from home.
- Designed and iterated prototypes on Figma, by utilizing UX tweak software for remote prototype testing.
- The application achieved a **4.2 out of 5 rating**, with over **90% of users** reporting a positive overall experience with the solution.

### Cybage Software

Pune, India | Jul 2019 - Feb 2021

Client : [Amadeus](#)

User Experience Designer

- Created conceptual designs, process flows, wireframes, and interactive prototypes for **B2B SaaS product iHotlier Reservations and Booking Engine**. which achieved a **20% increase** in direct conversion rate.
- Ensuring design consistency and coherence by adhering to **client's design** standards.
- Collaborated with project managers, product owners (clients), and developers by following **Agile methodology**.

### Capgemini

Pune, India | Feb 2018 - Jul 2019

Client : [AIG](#) ( American Insurance Group )

User Experience Designer

- Designed intuitive and user-friendly interfaces for AIGs for both **B2B & B2C SaaS product Digital Claim Portal**.
- Played a vital role in AIG's global branding with the Axis Framework, ensuring standard UI guidelines.
- Collaborated with cross-functional teams to streamline the claims process and improve customer satisfaction by constantly incorporating feedback to ensure effective implementation.
- Handled UI development from designing it in Figma to implementing it in Angular 4 with HTML/CSS.

**Tech Mahindra Limited**  
**Client : Telus International**  
Software Engineer

*Pune, India | Sep 2014 - Sep 2017*

- Worked as a UI developer using Javascript in the Angular Framework.
- Enhanced ASP.NET applications, making it simpler for business users to handle their daily tasks. This resulted in a **40% reduction** in time and effort for creating and processing orders, leading to cost savings in overall operations.

## Education

**Goldsmiths College, University of London**  
MSc in User Experience Engineering , Merit

*London, UK | 2021 - 2022*

**Sipna College of Engineering**  
Bachelor of Engineering, 7.28 CGPA

*India | 2010 - 2014*

## Certifications

**Coursera - UI / UX Design Specialization**  
California Institute of Arts

## Skills & Methods

### UX Research and Design

- User Research
- Quantitative Research
- Qualitative Research
- Interview
- User Interface Design
- Interaction Design
- Design Principles
- User Journeys
- Personas
- Information Architecture
- Tasks Flow
- Design Strategy
- Wireframing
- Usability Testing
- Card Sorting
- Story boarding
- Service Design
- Prototyping
- Low & High Fidelity Mockups

### Technical Skills

- Figma / Figjam
- Adobe XD
- Jira
- Balsamiq
- Adobe Photoshop
- Unity3D
- Agile
- Miro board
- Eye Gaze Tracker
- UX Tweak
- Optimal Workshop
- Spreadsheet
- JavaScript
- HTML / CSS
- Angular 2/4
- Bootstrap
- Responsive Web Design

### Soft Skills

- Collaborative
- Team Worker
- Writing
- Concept Thinker
- Critical Thinker
- Communication
- Upskilling
- Empathetic
- Culturally Diverse
- Organized

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