

# Shruti Kapoor

✉ [kapoorsk6@gmail.com](mailto:kapoorsk6@gmail.com)

☎ (+44) 7825873876

🌐 [Portfolio](#)

🌐 [Linkedin](#)

I am a **UI / UX Designer** with **6 years** of industry experience in **Insurance, Travel & Hospitality, and Telecommunications**. Curious about understanding people and solving complex problems, I use human-centered design to create innovative user experiences. My background as a **UI (front-end) developer** enhances my UX toolkit, enabling me to bridge the gap between design and development. Outside of work, I enjoy photography, travel, content creation, and painting, which fuel my creativity and drive for continuous innovation in design.

## Experience

### Qisetna

*Dec 2023 - Present*

UX Designer & Researcher | Freelancer

- As a UX Designer & Researcher, I work on enhancing user engagement by creating process flows, lo-fi, and hi-fi UI designs using Figma and designs by collaborating with a team for the project Caravas Arts.
- My recent responsibilities included creating a user-friendly interface and an infographic that promoted cross-cultural understanding and reached worldwide audiences, resulting in over **10,000 downloads**.

### Goldsmiths College, University of London

*London, UK | Apr 2022 - Sep 2022*

User Experience Designer & Researcher

- Accomplished how an interactive web application integrated with the **Microsoft Teams** application can improve virtual communities, reduce **Zoom fatigue by 35%**, and improve remote employee well-being by **20%** through enhanced digital interaction
- I designed and facilitated a research methodology involving **in-depth interviews, usability testing, literature reviews, and surveys** with industry experts working remotely worldwide.
- Developed interactive user interface designs with usability testing to refine prototypes before the final presentation of the working solution by identifying user requirements and incorporating **WCAG standards and design heuristics**.
- The solution achieved a **4.2 out of 5 rating**, with over **90%** of users reporting a positive overall experience.

### Cybage Software

*Pune, India | Jul 2019 - Feb 2021*

Client : [Amadeus](#) ( Travel and Hospitality Sector )

User Experience Designer

- As a UX Designer, I created conceptual designs, and information architecture mapped user journeys, personas, user flows, wireframes, and interactive prototypes for **the B2B SaaS product iHotlier Reservations and Booking Engine** which achieved a **20% increase** in direct conversion rate.
- I ensured design consistency and coherence by adhering to the **client's design** standards and ensuring compliance with accessibility standards.
- Collaborated with project managers, product owners (clients), and engineers by following **Agile methodology**.

### Capgemini

*Pune, India | Feb 2018 - Jul 2019*

Client : [AIG](#) ( Insurance Sector )

User Experience Researcher & Designer

- Employed diverse UX methodologies, including remote moderated sessions, surveys, and data analysis, to explore design concepts and identify user trends for **AIG's Digital Claim Portal**.
- Created intuitive and user-friendly interfaces for the **B2C product**, effectively addressing the needs of a diverse user base.
- Contributed to creating style guidelines and UI designs for AIG's Axis Framework (design system), ensuring consistency and scalability across all AIG projects, improving design efficiency, and reducing development time.
- Collaborated with **cross-functional teams** to streamline the process and improve customer satisfaction by constantly incorporating feedback to ensure effective implementation.

Software Engineer

- As a **UI Developer** revamped an existing client application with the latest technologies using **Angular, TypeScript, and Javascript** to present various metrics to the customer, leading to a new contract for digitizing a suite of **12 applications**.
- Improved ASP.NET production applications, cutting order creation and processing efforts by **40%** and reducing operational costs.

## Education

### Goldsmiths College, University of London

*London, UK | 2021 - 2022*

MSc in User Experience Engineering, **Merit**

### Sipna College of Engineering

*India | 2010 - 2014*

Bachelor of Engineering, **7.28 CGPA**

## Certifications

### Coursera - UI / UX Design Specialization

California Institute of Arts

## Skills & Methods

### Research and Design

- User Research
- Quantitative Research
- Qualitative Research
- Interview
- Ethnographic Research
- Interaction Design
- Design Principles
- A/B Testing
- User Journeys
- Personas
- Information Architecture
- Tasks Flow
- Design Strategy
- Wireframing
- User Centered Design
- Competitive Analysis
- Usability Testing
- Card Sorting
- Story boarding
- Service Design
- Prototyping
- Low & High Fidelity Mockups
- Typography

### 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
- Sketch

### Soft Skills

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