

NOOPUR S. SHREYAS

UX | UI DESIGNER

CONTACT

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TOOLS

Sketch
Figma
UXPin
Zeplin
Balsamiq
Invision
FramerX Design
Adobe XD
Popapp
AutoDesk Revit Architecture
AutoCad
Adobe Photoshop
Adobe Lightroom

SKILLS

User Research
Data Analysis
User Flows
Sitemaps
User Scenarios
Information Architecture
Sketching
Wireframing
Rapid Prototyping
User Interface Design
Interaction Design
Visual Design
User Persona
Usability Testing
User Interface Prototyping
Competitive Analysis
User Interviews
Content Strategy

SUMMARY

UX/UI Designer with a background in Architecture. I enjoy crafting usable, beautiful experiences for users. Currently, looking for an opportunity to work with a talented team on products with a heavy UX emphasis. I value collaboration, research and mentorship. My core design process constantly shifts b/w design iterations and user feedback.

WORK EXPERIENCE

BRAINGU

UX/UI DESIGNER | Jan'21 - Nov'21

- Collaborated with frontend/backend developers to reimagine and redesign a mission planning platform, WIDOW (Web-based Information Dominant Warfare - www.widow.app).
- Designed a prototyped a mission focussed integrated chat functionality in WIDOW.
- Worked with client, developers and product team to design and iterate on various WIDOW features like: mission timelines, GAT flow, Asset Management, Coord Card...etc
- Designed Braingu's Corporate Website: www.braingu.com
- Designed product website for Capact: www.capact.io

UXREACTOR

ASSOCIATE DESIGN CONSULTANT | Dec'19 - Nov'20

- Led interaction design projects for clients. Responsible for end-end delivery of interactive prototypes to clients. Including gathering requirements, writing use-case scenarios, identifying design problems, defining workflows, setting timelines, leading ideation sessions, creating wireframes, and so on.
- Worked closely with client Subject Matter Experts and Engineers, to develop a deep understanding of complex domains to help design best-in-class experiences while keeping engineering constraints under consideration.
- Continuously presented updates to clients, gathered feedback, and drove iterations to arrive at final designs that were implemented by the client engineering teams.
- Supported several research projects (formative, summative, ODI) for various clients. Worked on developing screeners, participant recruitment, observed and conducted user-interviews, and helped synthesize reports with detailed insights, opportunities identified.
- Collaborated with a global team on multiple concurrent tracks, under tight deadlines.

O'HI!

FOUNDER & UX/UI DESIGNER | Nov'18 - Nov'19

- Worked with engineers to design, build and released an iOS and Android Instant Contact Sharing app.
- Designed the iOS and Android experience, the website, marketing webpage, App Store assets, app icons, advertising assets.
- Iterated based on user feedback to address UX issues.
- O'Hi! hit the top 20 in the Social Networking category.

REQUIS SUPPLY CHAIN PLATFORM

LEAD UX/UI DESIGNER | Mar'18 - Nov'18

- Collaborated with a team of frontend/backend developers, product managers, sales teams and the usability testing team to understand requirements, design and build the product & features for client companies like Shell, Chevron etc.
- Setup the design and collaboration process for the team on Balsamiq, Sketch & Zeplin.
- Conducted user interviews with consumers to understand and optimize the Buying and Selling flow and the new RFQ feature build.
- Documented & created low and high fidelity wireframe annotations, and functional specs for the website redesign and maintained brand consistency. Designed core parts of the platform including Login Page, Company Registration Page, Internal Dashboard.
- Conducted reasearch about B2B & Consumer mindset v/s Enterprise mindset.

EDUCATION

USER EXPERIENCE DESIGN IMMERSIVE COURSE | General Assembly

BACHELORS OF ARCHITECTURE | Rizvi College of Architecture