Shivani Nallainathan
UI/UX Designer

I'm a creative thinker and strong collaborator with a passion for crafting innovative and user-centred design solutions. With 7+ years of industry experience, I thrive in contributing at a team level and bring a serious work ethic to the job. I strive to gain a deep understanding of users and seamlessly integrate their needs into impactful and purposeful designs.

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Experience

UI/UX Designer | Tellimer
London, UK | Apr. 2021 – Dec. 2022

- Led the website UI/UX redesign of key product flows from research through to high-quality final designs for Parsel, an AI data extraction tool
- Utilised design thinking to build customer-centric experiences and make informed design decisions for the MVP launch of Scriber, a content creation platform for financial writers
- Built end-to-end web & mobile designs by understanding user insights to drive the ideation of existing & new product features in a fin-tech startup environment
- Created, maintained, and leveraged design system for Tellimer's website components to establish guidelines & improve consistency throughout the site

UI Designer | VisionPoint Marketing
Raleigh, North Carolina, USA | July 2017 – Apr. 2021

- Lead website UI designer on extensive, high-budget web design projects from initial concepts through to final desktop and mobile designs
- Generated and presented responsive website designs to nationally-renowned higher education clients such as the University of Texas and UNC System
- Collaborated closely with cross-functional teams to communicate progress and ensure the delivery of intuitive and cohesive design solutions
- Crafted noteworthy designs for internal and external projects that achieved user, client, & business goals within an agile, fast-paced environment

Education

MSc in User Experience Design (Distinction) | Kingston University
London, United Kingdom | Jan. 2020 – Jan. 2021

BA in Graphic Design (First-Class Honours) | Meredith College
Raleigh, North Carolina, USA | Aug. 2013 – May 2017

Skills

UI/UX Design, Interaction Design, Design Thinking, User Research & Analysis, Ideation, Design Sprint, Wireframing, Information Architecture, Prototyping, Usability Testing, Agile, Accessibility, HTML5 & CSS3, Visual Design, Branding

Tools

Figma, Adobe XD, Sketch, Adobe Creative Cloud, Zeplin, Chromatic, Github, Invision

Activities

Interaction Design Foundation
Jan. 2020 – Present

UXPA, Tech Circus, Junior UX Crunch, Adobe XD Meetups
Jan. 2020 – Present

American Institute of Graphic Arts (AIGA) Raleigh
Sept. 2016 – Dec. 2019