

shivani amin

UX/UI Designer

I'm a UX Designer living in San Francisco Bay Area. I love translating user stories & feedback into simple, intuitive & elegant User Experience.

SKILLS

User Researcher
User Interviews
Card Sorting
Persona Development
Heuristic Evaluation
Competitive Analysis
Afinity Diagramming
Storyboarding | Sketching
Prototyping
Wireframing
Visual design
Usability Testing

TOOLS

Sketch
Omni graffle
Invision
Marvel
Keynote
Adobe Illustrator
Basic HTML / CSS
Autocad
3D Max

EDUCATION

General Assembly, SF May 2016
UX Design immersive.
Boston Architectural College, Jan 2015
Certificate Sustainable Design
Dr HM Patel School Of
Interior Designing May 2009
Bachelors in Interior Designing

UX PROJECTS

- Impact Hub, Oakland, Seamlessly reserve a co-working space, May 2016
- Improved IHO online booking experience so that IHO members could feel empowered to rely on the website to rent a space. Key performance indicators included higher member engagement and reduced number of phone calls and emails made to IHO.
 - Project included extensive user research, heuristic evaluation, interviews, wireframing, usability testing, Prototype and client presentation.
- Hertz, Car Rental Service, Mobile App Design, April 2016
- Implemented a share economy based platform on top of the existing Hertz car rental infrastructure to boost 1-2 day rental sales for them.
 - Project included extensive user research through surveys and interviews, wireframing and client presentations.
- Progress Hardware, Redesign a Hardware Website, March 2016
- Created an online presence for a hardware store with online shopping (e-commerce).
 - Project included extensive customer research, Persona analysis, wireframing, interaction design, client presentation.
- Houzz, A new way to design home June - Oct 2015
- Re-design an app for users by clearly defining budget or cost of services that avoids confusing, well-organized information on items that can be purchased easily consumable reviews.
 - Project included extensive customer research, Persona analysis, wireframing, interaction design, visual design, client presentation.

EXPERIENCE

- Digital Designer, Freelance
Richdale Store Boston, MA July - Nov 2016
- Design various material for clients based on particular needs like posters, digital calendar artwork accessories etc.
- Shiv Ganesh Corp, Boston, MA Jan - April 2017
- Designed ads and banners for 3 campaigns that the chain ran.
- Interior Designer
Abhinay Interiors, Gujarat, India Nov '07 - Jan 2016
- Space Planning, Elevations, 3D Presentation in Google Sketch up or 3dmax, Planning and Manage department, responsible for Estimation of Materials and labor for a Commercial and Residential project.
- Creative Pavillion Design, Manchester, NH, USA Jan - July 2015
- Study of Design, Detail Design, Estimation, Selections, Presentation, Quality Assurance.