

SHIVANI GUPTA

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Profile

Senior Product Designer with 6 years of experience leading end-to-end design for enterprise web and mobile platforms. Skilled at translating complex business and data systems into intuitive, scalable, and WCAG-compliant experiences. Partner closely with product leaders and engineering teams to align UX strategy with business goals, improving adoption, efficiency, and engagement. Experienced in building design systems, mentoring designers, and driving human-centered, data-informed decisions across product lifecycles.

Skills

Design & Research: User Research, Journey & Experience Mapping, Information Architecture, User Flows, Wireframing, High-Fidelity Prototyping, Usability Testing, Heuristic Evaluation, Data-Heavy Interface Design, Accessibility (WCAG 2.1 / 2.2)

Tools & Software: Figma (Design Systems, Components, Prototyping), FigJam, Adobe XD, Miro, Jira, Prototipe, InVision, Photoshop, Illustrator, AI Tools (Copilot, ChatGPT)

Methods & Practices: Product Strategy Alignment, Design Systems & Scalability, Human-Centered Design, Iterative Design, Agile / Scrum, Interaction Design, Cross-Functional Collaboration

Experience

NOV 2025- Present

IDC Technologies, Noida - Senior Product Designer

- Lead end-to-end product design across **SaaS, FinTech, Port & Maritime services, and Government/Public Sector**, working on complex B2B and enterprise platforms.
- Collaborate directly with clients and stakeholders through **discovery workshops, user research, and requirements gathering**, translating complex business processes into scalable, user-focused experiences.
- Drive UX across **enterprise applications and digital platforms**, contributing to information architecture, design systems, prototyping, and design strategy across multiple initiatives.

JULY 2022 - OCT 2025

Nagarro, Gurugram - Senior Product Designer

- Led end-to-end design and developer handoff of an enterprise B2B portal, improving vendor task completion rates and optimizing workflow efficiency across global users.

- Defined and evolved scalable, WCAG 2.1-compliant design systems and UX guidelines adopted across multiple enterprise products, ensuring accessibility, consistency, and global design alignment.
- Served as UX lead within agile pods, aligning product direction with business goals and influencing feature prioritization through research insights.
- Conducted user research, journey mapping, usability testing, and heuristic evaluations to inform design decisions; introduced motion design and micro-interactions that enhanced engagement and task success.

NOV 2019 -JUNE 2022

Wisitech Info Solutions, Delhi - UX UI Designer

- Designed responsive, mobile-first web and app experiences with accessibility and usability best practices applied across all deliverables.
- Created user flows, wireframes, and high-fidelity prototypes in Figma, iterating on solutions based on research insights and customer feedback.
- Contributed to WCAG-compliant design systems and collaborated with developers and PMs in agile sprints to launch e-commerce products that improved user engagement and conversion.

Education

- Diploma in Graphic & Communication Design | Delhi University | 2016
- Bachelors in Eng. Honors | Delhi University | 2020
- Masters in English | IGNOU | 2022

Certifications

- **Coursera:** Google UX Design Professional Certificate (2022)
- **Interaction Design Foundation:** AI for Designers (2024), Mobile UI Design (2025), Accessibility: Designing for All (2025)