

Tamisha Shankar

With a master's in Design Management and five years of experience, I specialize in utilizing my design, research, strategy and storytelling skills to solve complex problems with a human-centered approach, shape organizational futures, and drive impactful business outcomes.

EXPERIENCE

User Experience Designer | Relish Works

July 2022 - March 2023 (Chicago, US)

- Optimized product search experience of a technology marketplace, by leading the **search and navigation** project, and driving a remarkable **15% increase in conversion rates**.
 - Conducted remote **qualitative research sessions**, including stakeholder interviews and card-sorting workshops, to identify and address pain points throughout the user journey.
 - Analyzed extensive research data comprising over **1000+ data points**, delivering key insights, themes, and actionable product recommendations for roadmap development.
 - Streamlined site navigation by restructuring **22 product categories into 6 user-friendly buckets**, introducing a flat **information architecture** that improved usability and navigation.
 - Revamped the product page, by prototyping new design components and a user-centered **information hierarchy to optimize the user experience** and drive conversions.
 - Leveraged heap analytics and examined user flows, identified issues, and proposed **navigation re-design strategies** to improve user retention, for both web and mobile interface.
- Led a successful Google Ventures design sprint, resulting in a significant **50% faster** conversions, improved user satisfaction as well as increased cross selling opportunities for business.
 - Facilitated the 5-day workshop with 10 business stakeholders, culminating in the launch of a **personalized tech recommendation tool** that expedited the decision-making process for users.
- Designed and evolved a comprehensive **design system** including **responsive UI components, icons and illustrations** and documented best practices **brand guidelines**.

UX Design & Strategy Consultant | Spark Innovation Lab X SCAD

September 2021 - November 2021 (Atlanta, US)

- Revitalized the cultural and commercial legacy of the Sweet Auburn District, a historically significant hub of black culture, by developing **growth strategies** for 50+ entrepreneurs.
 - Phase 1: Facilitated Brand-Diagnostics Workshop with clients to identify problem areas.
 - Phase 2: Designed & facilitated a Co-creation Workshop to address the opportunity areas.
 - Phase 3: Designed an **Innovation Learning Toolkit** for Spark innovation lab, which serves as a guide for them to generate **user experience strategies and business solutions** for their clients.

Design and UX Consultant | Self Employed

January 2020 - August 2020 (Mumbai, India)

- Collaborated with 9 startups and an NGO (Child Rights & You) to develop brand identity, Infographics, pitch presentations, UI/UX, and design strategies resulting in an overall **30% increase in user engagement** across the businesses.

Product Design Executive | Spykar

June 2017 - December 2019 (Mumbai, India)

- Increased brand recognition and **expanded the customer base** by conducting user research and competitor analysis and identified opportunities for product innovation.
- Drove 20-25% growth every quarter by designing user centered products, and unique visual identity, boosting overall **business contribution from 12% to 22%**.
- Strategized range plan for 500 product options** managed sample productions, quality checks with vendors and facilitated buyer presentations at the corporate trade shows.

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 (912) 507-2597

SKILLS

Research

1:1 User Interviews
Survey Design
Card Sorting
Usability testing
A/B testing

Synthesis

Affinity Mapping
Data Analysis
Insight Translation™
Personas/Archetype
Journey Maps

Design

Design Thinking
Visual Design
UI Design
Design System
User Flow
Information Architecture
Wireframing
Prototyping
Workshop Facilitation
Storyboarding
Illustrations
Storytelling

TOOLS

Figma	Photoshop
Miro	Illustrator
Survey Tools	Premier Pro
Analytics Tools	Indesign

EDUCATION

Masters in Design Management
Savannah College of Art & Design
GPA - 4.0/4.0

Bachelors of Design

NIFT, Mumbai
GPA - 8.63/10

CERTIFICATION

Design Research and Insight Translation
Lextant