

# Shivani Thakur

[www.ishivani.com](http://www.ishivani.com)

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## Product Designer - Green Chef

JUNE 2016 - PRESENT | MOUNTAIN VIEW, CA

Led product design for Green Chef— a meal kit delivery service, owning the desktop and mobile web experience. I covered a broad range of responsibilities including ideation, information architecture, interaction design, visual design, prototyping, usability testing and A/B testing.

- Ground up redesign of order management feature to facilitate flexible and easy ordering from Green Chef. More than 80% of time spent on Green Chef is on this page making this the most significant redesign since inception.
- As part of customer growth team, redesigned the sign-up flow, Green Chef home page and created marketing landing pages to drive new user conversion.
- Streamlined the design process by incorporating new tools in team's workflow like Zeplin, Invision to enable better collaboration between design and engineering.

## Interaction Design Intern - Walmart Labs

MAY - OCTOBER 2015 | BENGALURU, INDIA

Created a unique co-shopping experience with an inline chat to let people shop online with friends in a more connected manner. I owned the project right from the overall information architecture down to crafting the micro-level interactions.

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## Master of Design - National Institute of Design

JUNE 2013 - JAN 2017 | BENGALURU, INDIA

Majored in Information and Interface Design

## B.Tech - Sikkim Manipal University

JULY 2006 - JULY 2010 | SIKKIM, INDIA

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### TOOLS

Sketch, Principle, InVision, Zeplin, Photoshop, Illustrator, HTML, CSS

### SKILLS

User Centered Design, User Research + Synthesis, Personas, Information Architecture, User Flows, Wireframing, Visual design, Prototyping, Usability Testing, A/B Testing