

Shiny Fernandes

UX Designer / Product Designer

PORTFOLIO: www.shinyfernandes.com

shinyfernandes3@gmail.com

A Product Designer with a background in Computer Engineering. I am a visual storyteller with an eye for detail. Having a blend of technology and design, I create delightful experiences for the user.

SKILLS

User Experience Design, Interaction Design, Visual Design, User Interface Design, Product Design, Web Design and Development, UX Research (Qualitative and Quantitative), Design Systems, Information Architecture, Front End Programming, Wireframing Mockups, User Journeys & Storyboards, User Flows, User Personas, Prototyping, Typography, Branding

TOOLS

- **Design & Prototype**- Adobe CS (Adobe Photoshop, Illustrator, Indesign) Figma, Sketch, Adobe XD, Invision, Principle, Framer X, Balsamiq, Zeplin
- **Front-end** - HTML, CSS, Javascript, JQuery
- **Motion Graphics** - Adobe After Effects, Premiere Pro
- **Others** - Webflow, Jira, Trello, Asana

WORK EXPERIENCE

FanDuel Group

Atlanta, GA

Product Designer

MAR 2022 - PRESENT

- Daily Fantasy Sports (DFS) experience for sports betting users on the Web and Native App(Android & iOS).
- Working progressively on improving the CX throughout by adhering to Formation (The FanDuel Design System)
- Working closely with Product Managers, Engineers, and UX Research, to deliver innovative features and improve the DFS experience.

General Motors x Academy of Art University

San Francisco, CA

UX Designer Apprentice

SEP 2021 - DEC 2021

Corporate-sponsored project by General Motors at the Academy of Art University.

- Collaborated with Transportation Designers, Architects, and UX Designers on the team to present an engaging and interactive experience demonstrating Vehicle Design and Customer Experience.
- Collaborated with teammates to deliver valuable features meeting business and customer needs. Contributed to brainstorming and strategy meetings to determine ideal methods to meet project goals.
- Evaluating user research to convert abstract ideas and requirements into planning tools such as journey maps, user personas, and storyboards delivered Automotive UI solutions.
- Devised site maps, user flows, wireframes, and mockups for designs based on proven methodologies, stakeholder requests, and end-user requirements.

Roofstock Inc.

Oakland, CA

UX Designer Intern

APR 2021 - AUG 2021

- Conducted UX Improvements for automation of transaction tasks in the buyers' experience that Increased customer satisfaction by resolving issues in the buyer's offer flow.
- Collaborating with PMs, UX Researchers, and UX content strategists built User Interface Mockups and worked with Engineers for seamless handoffs of the designs
- Designing visual assets for the recruitment team using brand guidelines.
- Wireframing and high-fidelity mockups of landing pages for Marketing.
- Collaborated with Visual Designers in order to maintain the component library and build design systems.

iProspect (Dentsu Aegis Network)

Mumbai, India

UX Designer Intern

OCT 2019 - DEC 2019

- Conducted UI/UX Audits for clients to provide User Experience solutions and created visual assets for Social Media, digital marketing, and advertising campaigns.
- Worked with Engineers and Developers to implement iVA (iProspects Voice Assistant - a conversational assistant for clients to quickly access their daily conversions/funnels on the analytics dashboard). Collaborated with the Google Analytics team to increase conversion rates and customer engagement.

Tata Consultancy Services

Mumbai, India

UX and Software Analyst

OCT 2016 - SEP 2019

- Get user insights to analyze and test issues related to the software and provide solutions to customers adhering to SLA and deadlines.
- Conducted usability tests to provide software recommendations working closely with the digital interactive and development team.
- Collaborated with developers to update functionalities in the software in an Agile/ Scrum collaborative work environment.
- Collaborated with clients and business users to understand business requirements and technical feasibility in the product design process.

EDUCATION

- **Master's - Web Design and New Media**
Academy of Art University | GPA: 3.67

FEB 2020 - DEC 2021
San Francisco, CA

- **Bachelor's - Computer Science**
Mumbai University | GPA: 3.21

JUN 2012 - MAY 2016
Mumbai, India

ACTIVITIES AND ACHIEVEMENTS

- **AAU Spring Show Finalist**
Rebranding for Cafe El Tapatio - Branding, Interaction, Experience, and Website Design. AAU | May 2021
- **Co-founder at Giftitions**
'Giftitions - Gift your Emotions' is an e-commerce business page initiated to manufacture and sell handmade customized products and gifts on Instagram and Facebook MAR 2018 - DEC 2019
- **Applause Award**
In appreciation of the contribution to the successful Transition of Project "Trafigura Global Navision Program" TCS | 2017-2019