

# Kirtee Shingan

## Senior Product Designer, HDFC Bank

Mumbai, India

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## Innovative and empathetic designer with a passion for creating meaningful user experiences

I design impactful digital products that align with business goals and user needs. My agile UX approach and expertise in research, interface, and interaction design create intuitive and engaging experiences. Whether working independently or in a team, I am dedicated to making a difference through thoughtful design and innovation.

### Experience

#### Sr. Product Designer | HDFC Bank

Mumbai, India | May 2023 – Present

- Leading initiatives to digitise offline banking experiences, collaborating with stakeholders to elevate the banking experience through meaningful enhancements (launching in January 2024)
- Collaborating with designers to design HDFC's Smart Wealth app & web experience for millions of users (launching in May 2024)
- Contributing to HDFC Bank's Design System to make it scalable

#### Product Designer | Livspace

Bangalore, India | June 2022 – March 2023

- Collaborated with cross-disciplinary teams to develop and implement feature enhancements for both app and web platforms that aligned with the product vision and business objectives
- Led new features for 'Trackpad app & web' to improve project tracking, resulting remarkable 80% adoption rate across Southeast Asia (launched new features in May 2023)
- Shadowed UX researchers to learn how to understand users. This involved listening to call recordings, conducting user interviews, and user testing. It helped me gain a better understanding of the research process
- Conducted user research, user testing and feedback analysis to identify key features for enhancing user experience in the Trackpad app and web tool (NDA)
- Revamped the 'Order Management System' web tool for internal users, streamlining operations by identifying pain points and designing new workflows
- Contributed to Livspace's Design System by creating tokens and layouts, working closely with senior product designer and developers to improve the system's usability and functionality.

#### Product Designer | Mosaic Wellness

Mumbai, India | July 2021 – June 2022

- Collaborated with cross-functional teams to improve web and app experiences for ManMatters, BeBodywise and Little Joys, including product pages, checkout flows, and new features. As a result of these efforts, the ManMatters app achieved over 10L+ downloads on the Play-store
- Played a crucial role in the core team responsible for product page revamps, design processes, design systems, and an interactive component library, resulting in improved design consistency and efficiency across all three product lines
- Ensured that the product design was both visually appealing and functional, resulting in enhanced user engagement and satisfaction for the digital-first health clinics

#### Art Director | 26FIVE Global Labs

Mumbai, India | January 2017 – July 2021

- Directed UI/UX for websites and microsites projects and managed a team of eight designers to ensure timely and high-quality project delivery
- Led award winning website project for Accenture International Women's Day campaign, ICICI Mutual Fund's LTEF campaign & Edelweiss Bharat Bond Campaign
- Collaborated with NewYork team and the Creative Head to plan and execute a passion projects initiative called 'Design Lab,' providing the team with a space to work on innovative design-first projects and upskill themselves
- Fostered a culture of innovation and creativity by encouraging the team to experiment with new design techniques and explore new design trends, resulting in improved design quality and increased client satisfaction.

#### Associate Visualiser | Altorise

Mumbai, India | January 2015 – January 2017

- Upskilled in various design areas, including illustrations, GIFs, digital painting, and typography, as a fresher in advertising
- Actively participated in pitching process, contributing creative ideas to secure new business opportunities
- Recognised for exceptional design skills, promoted to Associate Visualiser within six months, overseeing end-to-end design process and delivering impactful solutions for clients.
- Gained valuable experience working with start-ups, delivering impactful results from ideation to execution.

### Education

#### Hyper Island (Singapore) | Ongoing Part-time

MA Digital Management (UX & Design Strategy)

#### Ecole Intuit.Lab

Diploma in Digital Design and Communication – UI / UX

#### Mahatma Gandhi University

Graduation in Multimedia and Animation

### Skills

UI Design	Prototyping
Interaction Design	Wireframing
Design Systems	Usability Testing
UX Design & research	User Flows
Visual Design	Branding

### Softwares

- Figma – for Wireframes, UI & HiFi Prototype
- Adobe After Effects – for motion graphics and micro animation
- Adobe Photoshop – for Visual Design
- Adobe Illustrator – for Visual Design
- Principle – for Animated Prototypes
- Invision – for Rapid Prototypes
- Zeplin – for Dev Handoffs
- Spline – Learning Interactive 3D Experiences
- Keynote – for Delightful Decks

### Qualities

Creative Thinking	Empathic
Problem-solving Skills	Growth-Oriented
Fast Learner	Observant
Team Player	Self-motivated

### Awards

#### Gold: Best Microsite: National & Regional

Accenture International Women's Day

Afaqs! FOXGLOVE Awards 2019

#### Bronze: Best Online Integrated Campaign: Regional

Accenture Innovation Challenge 2018

Afaqs! FOXGLOVE Awards 2019

### Certifications

