

SHRUTI SHANKAR NARAYANAN

shruti.shankarnarayanan25@gmail.com | [Portfolio](#) | [LinkedIn](#) | [Behance](#) | +91-9884997142

PROFESSIONAL SUMMARY

I am a Product Designer, designing for clarity, inclusion, and meaningful impact across enterprise and consumer products. Experienced across India and New Zealand, combining systems thinking, visual craft, and cross-functional collaboration to deliver scalable design outcomes.

EDUCATION

Lincoln University, NEW ZEALAND

Master of Applied Computing

CGPA (6.2/10) | Nov 22 - Nov 23

Coursework: Software Development, User Experience (UX), Studio Project, Advanced Database Management, Neural Network Applications, Industry Project – UX based.

M.O.P. Vaishnav College for Women, INDIA

Bachelor of Arts, Journalism

CGPA (7.3/10) | Jun 17 - Apr 20

Coursework: Design - DTP & Broadsheet, Political Tabloid, Business Journal, Media Research, Sociology & Psychology, TV Production.

SKILLS

Programming Languages: React, Tailwind CSS, Python, MySQL, MongoDB

Skills & Competencies:

- **Design Tools:** Photoshop, Illustrator, Premiere Pro, InDesign, XD
- **UI/UX Tools:** Figma, Balsamiq, Prototyping, High-Fidelity Mockups, Wireframing, Human Computer Interaction Design
- **Tools:** Axe Dev Tools, Framer Motion, GSAP, StoryBook, Jira
- **Version Control & Cloud Technologies:** Git, AWS

EXPERIENCE

WORKHALL

INDIA

UI/UX Designer,

Feb 2024 - Present

- **Revamped and modernized** a 150+ icon library for the CRM web application's *navigation system*, ensuring visual consistency and improved usability.
- **Redesigned 20+ high-usage UI components** (inputs, tables, modals, toasts, breadcrumbs) for the no-code enterprise platform, reducing user friction and improving task completion speed by 25%.
- **Led comprehensive UX research** comparing 6 direct competitors (**Appian, Airtable, Notion, Monday.com, Trello, and Jira**) and studied design systems from **IBM (Carbon), Visa, Atlassian, Red Hat, and India's UX 4G**. Insights from this research informed design principles that **boosted design and development productivity by ~30%**.

- **Standardized company-wide design documentation templates** for designers, developers, and stakeholders to ensure consistent recording of UX recommendations. Authored detailed documentation covering **typography, input specifications, grid layouts, and component guidelines** for the enterprise design system.
- **Created and implemented design tokens** in Figma for **colour, typography, motion, shadows, border-radius, and padding**, establishing a unified design language that **increased developer efficiency by 30%** and ensured visual consistency across the product ecosystem.
- **Collaborated cross-functionally** with the **Customer Platform Support (CPS)** team to collect customer insights that informed design decisions and improved overall product coherence.
- Acted as the **UX accessibility specialist**, integrating **WCAG guidelines** with a focus on **inclusive design**. Enabled **screen reader support** and **high-contrast modes** to enhance accessibility for differently abled users.
- **Researched and designed a high-contrast theme system**, creating **12 unique colour-based monotone themes** (e.g., Ruby, Garnet, Sapphire, Emerald, Amber, Peridot) for both dark and light modes to improve accessibility and personalization.
- **Redesigned a client's non-profit organization website (Humane)** — refined their brand content, optimized *colour swatches*, and designed a new **hero banner** to improve engagement and visual appeal.

Wireframing, Angular, Node, React, Figma, Jira, Axe Dev Tools, Storybook, Excel

WIST LTD.

NEW ZEALAND

UX Designer

Jul 2023 – Oct 2023

- Designed an **AI-driven chatbot interface** for technicians using **FrogBlue's BMS platform** — reducing manual troubleshooting time by **80%** and improving first-time resolution rates.
- Conducted **qualitative research** to **analyze user journeys**, identify **pain points**, and **pinpoint opportunities** for improvement.
- Designed **wireframes** and responsive layouts in **Figma**, prioritizing **accessibility** and **cross-browser compatibility**.

RDP, UX Research & Analysis, Figma, Accessibility

FREELANCE

INDIA / NEW ZEALAND

UI/UX Designer

Dec 2020 – Jan 2023

- Designed visually appealing menu cards for a popular restaurant in Chennai and crafted elegant wedding invitations, posters, and marketing materials.
- Created and sold over 15 intricately hand-drawn digital mandala artworks to multiple clients.
- Designed and developed a personal **portfolio website** using **React, NEXTJS, Tailwind CSS**, integrating a terminal feature to reflect a **DevOps engineer's** identity and deployed it on **AWS CloudFront**.
- Designed the cover page and structured the layout of a published book, enhancing its overall visual appeal while contributing to content development.

DECCAN HERALD

INDIA

Reporter (Intern)

May 2019 – Jun 2019

- Developed narratives through storyboarding, presenting meticulously crafted story pitches to senior editors for alignment with the publication's voice and focus.
- Covered [local events](#) and wrote features, ensuring accuracy and timeliness.

PROJECTS

Drunk on Soi:

- Designed and prototyped an **iOS application** for a Pan-Asian restaurant in **Christchurch, New Zealand**.
- Conducted extensive market research of **7 days** which included asking locals who frequent food trucks, and user surveys. User testing with **30 participants yielded positive feedback** on the app's usability and aesthetics.
- Streamlined user experience for food customization through unique **iconography** created in **Procreate** and intuitive **UI designed in Figma**.
- Created **low-fidelity prototypes** for early feedback and **high-fidelity** mockups for final user testing.

Procreate, UX Research & Design, Figma (UI), Prototyping

The Good Glare Label:

- Designed and prototyped a **Figma web application** for a *size and gender inclusive* denim brand in **Auckland, New Zealand**.
- Streamlined the end-to-end customer experience, from ordering to delivery.
- User testing revealed positive comparisons to industry giants like **Levi's, H&M, Zara, and Uniqlo**. Users particularly appreciated the website's **Enhanced interactivity** ("360° product views" & "interactive size guide") and **simplified order & tracking process**.

Procreate, UX Research & Design, Figma (UI), Prototyping

Replica of Apple Landing Page:

- **iPhone 15 Pro Landing Page Replica:** Developed a fully responsive replica of Apple's iPhone 15 Pro landing page using React, JavaScript, and Tailwind CSS, incorporating animations with GSAP and Three.js.
- **Cloud Hosting & Domain Configuration:** Deployed the site as a static website on AWS S3 and configured a custom domain via Hostinger with a CNAME record.
- **Interactive UI & Animation:** Gained expertise in creating engaging landing pages with advanced animations, enhancing user experience through interactive elements.

Aws S3, Route 53, React, GSAP, Tailwind CSS, Framer Motion, 3js

CERTIFICATIONS

[AWS Certified Cloud Practitioner](#)

Amazon

[Foundations Of User Experience \(UX\) Design](#)

Google

[Start The UX Design Process: Empathize, Define, And Ideate](#)

Google

[Build Wireframes and Low-Fidelity Prototypes](#)

Google

[Conduct UX Research and Test Early Concepts](#)

Google

[Create High-Fidelity Designs and Prototypes in Figma](#)

Google

[Complete Angular Course 2024](#)

Udemy

PORTFOLIO NOTE:

Due to intellectual property restrictions, detailed case studies from current projects cannot be shared publicly. Selected anonymized samples and process documentation can be discussed during interviews.