Yastika Shetty **Design and Research**

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Work Experience

UX/UI Design & Research
UniAcco | MUM | May 2022 - Sep 2023 | Full Time |

- **UniAcco :** Redesigning the 'UniAcco Customer Relationship Manager (CRM)' used by 100+ sales agents, aimed at increasing their CVR ; Strategy for a Gamified Lead Data Form, the main source of capturing performance marketing leads.
- **UniCreds (sister brand) :** Designing a new product feature 'Student Dashboard' now the main interaction between agent & customer to ensure student loan approvals; Redesigning product feature 'Student Loan Form' essential to get any loan approved.
- **UniScholars (sister brand) :** Designing (including UX writing) a Landing page for a new business called 'UniScholars Premium'; Designing a new product feature 'Partner Dashboard ' aimed at improving transparency between business & partners; Website UX Audit & documented insights ; Band Book (Rebranding values & colours) ; Gamified Lead Data Form.

UX Design and Writing
WellM | Remote | May 2022 - Oct 2022 | Freelance |

- Redesigning a website; UX Writing focused project.

Experience Design & Strategy
OPEN | MUM | June 2021 - May 2022 | Full Time |

- Lead the planning of a usability test; Involved in strategy projects (included in business proposal building) across various industries -Wearable Tech.; Childcare; Public Service; Edu-Tech; Healthcare.

UX Research
Tynker | Remote | Dec 2020 - June 2021 | Contract |

- UX/UI Audit of user sign-up flows & documented insights ; Converted Qualitative Data into Quantitative Data - Compiled spreadsheet data sets based on user interviews, visualised data with graphs, analysed information to formulate product insights; Analysed weekly student feedback on HotJar; QA documentation & insights on YouTrack.

UX Research and Design
Happy Minds | Remote | Aug 2020 - Dec 2020 | Freelance |

Education

B.Des| Honours Certificate
Major in Human Centered Design
Minor in Experimental Media Arts
Srishti Institute of Art, Design & Technology 2015 - 2019

ISC| Certificate of Excellence
Humanities with Fine and Applied Art
Lilavatibai Podar Senior Secondary School 2000 - 2015

Skills

Strategy	Wireframes
Ethnography	Prototype
Usability Testing	UX Audit
Heuristic Analysis	Workshops

Tools

Figma	HotJar
Adobe XD	YouTrack
Miro	Microsoft Clarity
Microsoft Office	Amplitude

Leadership

Volunteer - Media Team Lead
UX India Conference | 2023 - Present

Core Team - Design Lead
Covid - 19 Helpline India | 2020

Mentor and Artist
Mandali Theatre Club | 2015 -19

President - Best Interactor
Interact Club - Rotary Club | 2014