



# SHIWANI DIXIT

*Design leader & Mentor*

## OBJECTIVE

Over 13 years of both corporate and consulting experience, I lead multi-disciplinary teams and partner with clients across a wide range of industries. I believe that transformational design lies at the intersection of deep human insight, disruptive business models and breakthrough technology. I always consider why a product or service matters, before deciding what to do and how to do it.

## SKILLS

- Working with all disciplines within the organization such as business stakeholders, researchers, product owners, engineers, visual designers and testers. Gathering business requirements and understanding user needs to create and priorities user journeys.
- Translating complex problems into simple user-friendly interfaces based on User Centered Design principles. Work within different delivery methodologies most recently agile (SCRUM, Scaled Agile).
- Excellent attention to detail combined with strong organizational, logic, problem solving and analytical skills. Experience design patterns to drive product consistency and alignment with industry standards for usability, interaction design and accessibility requirements.

## EXPERIENCE

# 01

### CISCO SYSTEMS, INC - IOT

(2018 - PRESENT)  
USER EXPERIENCE MANAGER

Live in a strange and wonderful nexus of digital world connecting Interface to devices. I led UX design team in Cisco IoT and work to prioritize their activities, define their deadlines and allocate according to the right level of expertise to accomplish each task in products, help to achieve the right balance between demands/tasks, priorities, available resources and deadlines.

- Work closely with senior leadership, product. TME's and engineering teams to identify UX research needs for product.
- Identify gaps and solutions for future growth for User Research at IoT including partnerships, diversity in methodology, and streamlining processes.
- Establish and own the overall design language and architecture for IoT products and services maintain a solid and competitive understanding of contemporary design and industry trends.
- Understand the needs of the business and set expectations properly with cross-functional partners around design and creative resourcing and deadline-driven commitments.

### CISCO SYSTEMS, INC - BLOCKCHAIN

Spearheaded the UX architecture & strategy for Cisco Enterprise Blockchain enabled solutions to build a strong design foundation through the digitization of business processes. Additionally, I led the early IoT solution adoption & ideation aimed at establishing trust, enabling transactions & interactions to securely connect the unconnected. Lastly, as regular cadence, I was engaged in design thinking and ideation workshops, design process improvements, use case grooming and user documentation.

Led the overall platform UX design strategy to work across the wide variety of use cases (Compliance & IoT) enabled by Cisco Enterprise Blockchain solution with robustness & scale in mind.

- Engaged with customers, partners and Product Management to ensure UX architecture & design requirements are in-line with expectations
- Created feature themes, groomed user requirements and engaged with Engineering all the way from prototyping to go to market launch.
- Drove rapid adoption of common UX artifacts, socialized concepts, design guidelines, patterns and reusable assets.
- Conducted user testing to assess the impact of UX design on the end user.
- Collaborated frequently with Product Management to illustrate use cases, conduct persona testing, user studies and mapped use cases to specific industries for long term adoption.

# 02

### COGNIZANT TECHNOLOGY SOLUTIONS

(2012 - 2018)  
LEAD INTERACTION DESIGNER

While consulting with Cognizant, I worked on various projects to improve the consumer experience. I have performed extensive interviews and shadowing, leading multiple end-user participatory design Workshops, prototypes and tested solutions with end users (A/B Testing) and helped 'sell' prototypes and ideation across multiple platforms. Ownership as a Lead Interaction Designer are as below:

- Design wireframes using Sketch, Axure and In Vision for Web and App. Application designs which includes UCD process for projects as needed. Synchronize design matching User Interface Standards.
- Act as a liaison between business and team to make sure we have 3 in a Box process.
- Conducted multiple rounds of Usability Test with "prospect customers" and "current owners":
- Create User Profiles, Task Scenarios, and Test Screening for participants. Generate a test report from the survey form filled by the participants during the test.
- Use closed sort method in projects to identify new navigational structure for the different projects if needed.
- Provide interaction services on a project basis as required on day to day work.
- Interacts with client/Consumers to determine their needs while designing and implementing in products.

### PAYPAL WEB/ MOBILE APP - CONSUMER EXPERIENCE PRODUCT

As a lead UX designer for PayPal mobile app Consumer Servicing for activity and home. I was directly involved in the initial launch and ongoing maintenance of this new product for classic to a new experience. In the first year since its launch, Pay Pal boosted 13 million accounts (around 6 million active) with new design Pay Pal is one of the top five P2P app in 2017.

Worked and led design for core consumer web team as lead designer for the activity (home) screen and engagement. This was an exciting move, I was able to apply this experience to directly shape and plan for how new products will integrate into the core experience. Involved mapping out the full customer life-cycle and planning touch points to educate them and increase engagement focusing on brand new accounts, my concept increased the addition of a funding instrument (key step to use PayPal) by -1.0%, and increased use of PayPal in the first month by 7.2bps.

#### Accountability/ Ownership at Paypal

**Planning:** I helped manage the design team's workflow and time-lines, and assisted with planning small and large product improvements and releases. They called me 'Trello Mc-Card-y; the distiller.

**Interaction Design:** Provided interaction help on a project basis. Work with team of researchers, project managers to deliver the best set of deliverable designs and experience overall.

**User Research:** Conducted stakeholder interviews and both remote & in-person user interviews and usability tests. Created click-through and prototypes for web and mobile for use during tests. Synthesized and compiled findings to inform UX strategy.

### CISCO SYSTEMS, INC- CLOUD APPLICATION

Worked as Lead UX Designer, managing offshore team in India to help Cisco Cloud Consumption team for all the design needs for the product. I was responsible for requirements gathering by directly interacting with the product and stakeholders from multiple locations. Worked on ideation, information architecture and wireframes. Helped to understand the existing application structure and content to maintain the consistency throughout the product. The deliverables of this project were included wireframes and User testing.

**Interaction Design:** As a UX specialist, I implemented formal design reviews, created best practices around documentation and specification, encouraged the team to do more prototyping, and insisted on white board usage while talking through problems. This helped to keep conversations on track and get everyone on the same page.

**Product Strategy & User Research:** Targeted to keep the team focused on the end user's needs, problems, and context by facilitating user interviews and usability testing, writing surveys, and creating personas.

**Planning:** I spent a lot of time managing product and design team in India. I also helped manage the design team's workflow and time-lines, and assisted with planning small and large product improvements and releases.

## WORLD BANK

Working as Lead UX Designer with World Bank I was responsible to understand the existing desktop application of the bank, its features and how to incorporate complex tasks like approvals and data view to help make the process easier and less cumbersome for management.

**Interaction Design:** Created competitive reviews, strategy documentation, concept models, sketches, wireframes, and detailed specifications. Worked in both waterfall and agile methods on a variety of desktop, mobile designs. Led interaction design for responsive and web based large-scale products.

**Product Strategy & User Research:** The design solution proposed caters to the requirements of the employee, management and admin. This is an iPad application and was made keeping in mind that it should leverage the capabilities of the medium and should be interactive enough to engage the user.

**Planning:** Collaborated closely on product planning and execution with key stakeholders across world bank applications.

“ EXTENSIVE EXPERIENCE HANDLING TOP TIER CLIENTS SOME ARE LISTED BELOW.  
HUMANA INC. ( LOUISVILLE, USA), BARCLAY'S, NATIONWIDE, HARTFORD FINANCIAL SERVICES GROUP INC. CLUB MAHINDRA HOLIDAYS, OGILVY & MATHER (NYC, USA), LIVERPOOL JOHN MOORES UNIVERSITY, STROZ FRIEDBERG LLC, RELIANCE GENERAL INSURANCE, EXECUTIME, GODREJ, JACOBS CREEK, EVIVE HEALTHCARE DASHBOARD AND AMERICAN ”

## 03 FULCRUM WORLDWIDE

UX LEAD (JAN 2010 - JULY 2012)

A Responsible to drive processes for the entire organization as a whole. Conduct presentation on "UCD Methodology & Processes" for management and project teams. As lead UX Associate worked on designs for mobile app (iOS and Android) projects and a responsive web app project, while helping implement a user-centered design methodology in process. Worked as SME with multiple clients for design solutions

### Client Name: Reliance General Insurance

**Challenges** -Client was facing challenged in their insurance booking system and looking for usability improvement for their users to make it more efficient.

**Solution** -Website redesign with SharePoint and improve user experience for online sales.

**Roles & Responsibilities:** working was led I was responsible to own complete ownership from design to development, regular sync up with client for

**New requirements and deliverables Tools** - Visio, PowerPoint, SharePoint

### Client Name: IAHP- The Institutes for the Achievement of Human Potential (Philadelphia)

**Challenges** -Client was looking for help to create application for challenged kids

**Roles & Responsibilities:** Working at client location for requirement gathering and responsible designing two I pad apps i.e. 1. Picture Dictionary for Brain Injured Children & 2. Reading Pathway Program for children up to the age group 8 years. The Institutes is a non-profit educational organization that serves children by introducing parents to the field of early child development. Parents learn how to enhance significantly the development of their children physically, intellectually and socially in a joyous and sensible way. Tools - Visio, PowerPoint, Keynote

### Client Name: Executime Inc.

**Challenges** -iPad application enterprise time and attendance application. Client was facing challenges to track time and shifts for each person as most of the employees work on shifts on fields.

**Solution** -The objective of this project is to provide digital Time and Attendance system on Win & iPad platform in an engaging way with interactive graphics. The application helps to provide users end to end solution for digital T&A management system.

**Roles & Responsibilities:** Included requirement gathering from the client by discussing and knowledge sharing. The main task included to

understand the domain by studying current web application and comparative study of other available existing applications. The deliverables of this project was included wireframes and development support. Tools - Visio

### Client Name: willow TV

**Challenges** -iPhone Application Advertising and Communications Service provider, USA

**Solution** -Very fast development cycle, to be ready for the T20 World Cup as it is a media extensive app streaming of videos on the iPhone with OS version 3.0, creating playlists.

**Roles & Responsibilities:** The main task included to understand the existing portal and studying structure and content to maintain the consistency throughout. The deliverables of this project was included wireframes, Heuristic Evaluation.

**Tools** - Visio, Photoshop

## 04 CAPGEMINI GROUP OF COMPANY

( MAR 2007 - OCT 2008)

ASSOCIATE CONSULTANT - UX GROUP

Consulting for the Insurance client for design. Evaluated usability test results and applied findings to corporate UI design style guides. Created concept models, heuristic reviews, sitemaps, process flows, sketches, wireframes, prototypes, and detailed specifications for mobile/tablet and social applications.

**Challenges** - HSBC looking for new add-ons in their website to improved user experience

**Solution** -worked with their user experience team sitting in different location to make online payment easy for users and restructure user Interface.

**Roles & Responsibilities:** my responsibility include taking to business users and create wireframes for onsite team.

## 05 WIPRO TECHNOLOGIES

(MAY 2006- MAR 2007)

PROJECT ENGINEER-USABILITY DESIGN GROUP

Worked with project teams to serve as mentor for software user interface design. Helped to evaluated usability test results and applied findings to corporate UI design style guides for large banking clients.

### Client Name: Nationwide Insurance

**Challenges** - Nationwide Insurance needed help for website redesign

**Solution** -worked with development team as UI/UX Expert for compete face-lift.

**Roles & Responsibilities:** my responsibility include taking to business onsite team/Client for UI requirement.

**Tools** - Visio, Photoshop

### Client Name: Intel

**Challenges** - AAA compliance for product

**Solution** -Supported development team for designing interface for old age.

**Tools** - Visio, Photoshop

## EDUCATION

### PGDM - PG Diploma In Animation and Multimedia - CENTRE FOR DEVELOPMENT OF ADVANCED COMPUTING PUNE ,INDIA

Animation system provides one with the tools to create scenes and situations that cannot be replicated in the real world, or which would be too cumbersome or costly to re<create in the real world. my learning on a platform unhindered by other elements, and at the same time, be economical to the entire process.

### BACHELOR OF COMMERCE, SAGER UNIVERSITY

Bachelor of Commerce helped to develop responsible, engaged, innovative and work-ready graduates by providing opportunities to talk with business and work with business. The common core extends through all three years of the degree with business disciplines as well as the opportunity to apply disciplinary knowledge, research, analytical and problem solving skills to resolving social environmental and business problems.

### HFI - COMPLETED TRAINING ON "USER<ENTERED ANALYSIS AND CONCEPTUAL DESIGN"

### HFI - COMPLETED TRAINING ON "THE SCIENCE AND ART OF EFFECTIVE WEB AND APPLICATION DESIGN

### SEI - (SOFTWARE ENGINEERING INSTITUTE) CERTIFIED SCAMPI AUDITOR - CARNEGIE MELLON

### BULLETPROOF MANAGER TRAINING - CRESTCOM INTERNATIONAL