

Shami Siddiqui

'A design thinker with a knack for decoding underlying patterns in human minds'.

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EDUCATION

Bachelors of Design, (B.Des)

Communication Design Department

2018-22 (8.7 CGPA)

National Institute of Fashion Technology,
NIFT, Gandhinagar

SSC 2015 (9.0) | HSC 2017 (80.6%)

Kendriya Vidyalaya Sangathan (PCM + CS)

AWARDS and ACHIEVEMENTS

NIFT Best Graduation Project-1 Award 2022

For project-Delight UX, Score: 9.18

NIFT Best Academic Performance Award 2022

Department of fashion communication design

UX Design-a-thon 2021

Finalist-top 4 (ImaginXP x TATA CLiQ)

STRENGTHS

UX strategy and planning | Design thinking |
User research | Problem solving | Critical thinking |
Creative writing | Human psychology | Visual
design | Storytelling | Product testing

TOOLS I USE

Figma | Pencil + Paper | Notion | Adobe XD
Illustrator | Photoshop | Indesign | After effects
Dovetail | Premiere pro & Exploring multiple AI
tools

COURSES and CERTIFICATIONS

Design thinking and innovation

University of Virginia

Critical problems with creative thinking

IBM

Introduction to web development and HTML

Jen Kramer

Google AI Essentials

Google

EXPERIENCE

UX Designer | JIO Platforms Ltd.

Aug 2022-Present

- Led end to end forward/return order fulfilment flow for B2B and B2C Reliance businesses:
 - With a reduction of 40% clicks from the current VMS.
 - Time taken to fulfil returns, claims and refunds of an order is reduced by 30%.
 - Increased performance metrics and retention rate, backed by a 90% favourable response rate from sellers following user testing.
 - The product to be used by Jio Mart sellers across India with a total fulfilment of approx 80K orders per day on SCP.
- Led the overall JIT and Dropship fulfilment B2B models for Ajo Business.
- Reducing the overall days taken in seller onboarding cycle by 30%
- Built a competitive seller facing product for the market which accelerates sellers growth and sales lifecycle for Jio mart and Ajo.
- New features: Smart recommendations, live analysis and multi-tenant switching exposure for a delightful seller experience.
- Leading various design sprints and workshops with stakeholders to enhance project requirements and streamline design workflows.
- Spearheaded weekly design sabha and 'AI for designers' initiatives for the team.

UX Designer | TATA CLiQ

Dec 2021-June 2022

- Built the overall interaction and landing page for the newly launched TataCliQ Palette-beauty which was made live for millions of users.
- Designed navigation concepts for the Palette's feed and PLP.
- Designed the listing and social feed for the shopping experience on the beauty platform.
- Conducted user research across multiple projects to make the browsing and onboarding experience an easy task.
- Core member of the UX research lab and CliQ UX Ambassadors program which helped the multi-functional teams achieve excellent outcomes.
- Worked on the design system of Palette to standardise visual language.
- Led usability testing for seller portal onboarding, sign up and back office revamp.

UI/UX design | ReadMyCourse

Oct 2020-May 2021

- Revamped the website (ed-tech) with a new social platform and introduced multiple dashboards.
- Sole Designer in the team, handled all the product design requirements independently.

Design intern | Schbang Digitals pvt. ltd

Jul 2021-Aug 2021

- Created numerous creatives, visuals & brainstormed solutions to elevate brands presence in the market as a member of Integrated solutions team.
- Brands included: Apollo hospitals, Upstox & Asus.