

SHALINI KATHWAR

Sr. Product/UX Designer | 8 Years Experience

"I don't just design features, I design experiences people come back to."

WORK EXPERIENCE

Sr. UX Designer

Best Buy

📅 Sep 2024 - Aug 2025

- Proposed AI-driven personalization; identified opportunity with projected 5-7% revenue uplift, improving AOV and conversion rate
- Designed end-to-end post-purchase experience with high usability, reducing drop-offs and improving completion rate
- Achieved 70% usability success rate through iterative testing, improving task success rate and engagement
- Implemented behavioral nudges in customer-facing app, increasing CTR and activation rate, adopted by 10K+ users

UI/UX Designer

PwC KSDC

📅 Nov 2021 - Sep 2024

- Designed AR/VR and healthcare experiences impacting 20K+ users, improving engagement and task efficiency
- Delivered scalable B2B solutions with high CSAT, aligning design with business goals and improving conversion outcomes
- Contributed to gaming experience on Roblox, increasing session time and engagement rate through immersive design

UI/UX Designer

INNODEED SYSTEM

📅 Dec 2020 - Nov 2021

- Designed e-commerce booking experience, increasing conversion rate by 18% and improving funnel completion
- Enabled faster decision-making by 25%, improving decision efficiency and interaction speed
- Delivered B2B/B2C/enterprise solutions at scale, ensuring faster delivery and consistent engagement metrics

UI/UX Designer

FREELANCE

📅 Dec 2020 - Nov 2021

- Designed onboarding experience, improving signup conversion rate and onboarding completion
- Collaborated with cross-functional teams, driving stakeholder alignment through presentations and iterative design workflows

Sr. Graphic designer

INFLUENZONE

📅 Jul 2018 - Jul 2019

- Designed creative logos and digital/print assets, driving high visibility and engagement across campaigns
- Collaborated with teams, branding initiatives improving user recall and engagement

Graphic designer

NIBF

📅 Aug 2017 - May 2018

- Delivered logo design and digital/print creatives, ensuring consistent branding across platforms
- Created visually engaging assets aligned with business and marketing goals

SKILLS

- Behavioral Design & Cognitive Biases
- End-to-End Commerce Experience
- Personalization & Recommendation Systems (AI)
- A/B Testing & Experimentation
- Design Systems & Scalable UI
- Data-Driven UX & Metrics (AOV, LTV, Conversion)
- Figma, Adobe XD, AI Tools

ACHIEVEMENT

- Proposed AI-driven personalization at Best Buy; endorsed by senior leadership for **revenue growth potential**
- Awarded Stellar Performer at PwC for delivering AR/VR product design under tight timelines with high usability scores and **stakeholder sign-off**
- Recognized by client leadership at PwC for **improving engagement through immersive AR/VR experiences**
- Redesigned home screen experience, increasing **booking completion by 12%**; recognized for cross-functional collaboration

FORMATION

Community Member | UX Gym By Anudeep | 2025 - Present

AR/VR technology | IDfX

Post grad. in 3D animation and UI/UX design | ICAT, Bangalore | 2019-20

Digital Communication Design | Arena Animation | 2016-17

BCA | Ravi Shankar University, Raipur | 2013-15

ABOUT ME

"Senior Product Designer with experience across domains, including e-commerce; I balance user needs with business goals, apply thoughtful design principles, and stay curious—always learning and improving to create meaningful, high-impact product experiences"

📍 Bangalore

📞 91-7974809392

✉ shalinikathwar@gmail.com

🌐 www.shalinikathwar.in