



SHREYA CHOPRA

UI/UX Designer | B2C | Product Designer | Team Management | Leadership


Nationality
Indian

Date Of Birth
12 Nov, 1994

Experience
7+ Yrs

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PROFILE

Passionate UI/UX Designer with 7+ years of experience designing user-centric B2C digital products across travel, healthcare, fintech, and automotive industries. Delivered impactful experiences for clients like KIA, Hyundai, Honda, and Tata Motors. Skilled in creating intuitive web and mobile interfaces that streamline complex journeys and drive user engagement. Adept at building scalable design systems, collaborating cross-functionally, and mentoring junior designers. Tools: Figma, Adobe Suite, Framer, AI tools.

CORE COMPETENCIES

- UI Design
- UX Research
- Wireframing & Prototyping
- Design Systems
- Responsive Design
- Interaction Design
- Usability Testing
- iOS Guidelines
- Agile Collaboration
- Figma
- Adobe Creative Suite
- Material Design
- AI Tools (Lovable, Dzone AI, Figma, Rytr, Napkin AI, Uizard,)
- B2C product design
- User Journeys
- A/B Testing
- Design Systems
- Cross functional Collaboration
- Mobile – first design
- Usability Testing
- Personas & Journey mapping

SOFTWARE KNOWLEDGE



Figma, Miro

UI, UX, Prototyping

Ps

Adobe

Ai

UI Design, Video Editing, Iconography,

Ae

Vector Elements, UI

Xd

Mockups, Micro-Animation.



AI Tools

For Fast Results, Better Productivity



Framer

Responsive Layouts



M365

UX, Documentation, Team Collaboration

EMPLOYMENT HISTORY

Senior UI/UX Designer

TATA Technologies Limited, January 2025 – Present

- Led B2C platform design initiatives across healthcare, automotive, and finance domains
- Collaborated with product managers, engineers, and stakeholders to develop scalable design systems
- Created user flows, wireframes, prototypes, and UI designs that improved task success and usability
- Mentored junior designers and promoted design consistency across teams

Senior UI/UX Designer

RNF Technologies, October 2020 – December 2024

- Delivered UX strategy and high-fidelity UI for B2C and B2B apps with global user bases
- Conducted user journey mapping, usability testing, and A/B experimentation to refine designs, Improved task completion rates by 25% by simplifying user workflows across the finance dashboard.
- Acted as the design lead for “Hey Groop”, guiding UX direction and reviewing deliverables from junior team members.
- Led end-to-end product design, from UX strategy, user journey mapping, wireframing to pixel-perfect UI aligned with Material Design and iOS guidelines. Helped reduce user drop-offs by 15% on a healthcare platform “**Right Parts**” through iterative UX improvements and usability testing.

Senior Graphic Designer

Imarti Media Pvt. Ltd., August 2019 – October 2020

- Designed aesthetically pleasing branding & agent advertising increasing customer interest by 20%.
- Designed Social Media banners for promotions & campaigns & worked on UI design for web & Mobile.

EDUCATION AND TRAINING

Diploma Certificate in VFX & Animation

Reliance Education, April 2013 – March 2016

B.A Programme

Delhi University, Completed in July 2019

Masters in Computer Applications

Mangalayatan University

Diploma: 2024-2025

Expected Degree Complition: July 2026

M.A in English

Mangalayatan University, 2025-Pursuing

CERTIFICATIONS / COURSES

Google UX Design Professional Certificate

Coursera, Completed in October 2024

- Foundations of User Experience (UX) Design
- UX Design Process" Empathize, Define & Ideate
- Build Wireframes and Low Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Create High Fidelity Designs & Prototypes in Figma
- Build Dynamic User Interfaces (UI) For Web and Mobile
- Design a User Experience for social good.

UI/UX Design Specialization

California School of Arts

Scrum Master Certification Specialization

Learn Quest | Coursera

User DNA: Crafting Personas & Journey Maps

Coursera

Human Factor & Usability Engineering: Designing for Humans

Coursera - Online Course