

Verified Designer 

Shreya Chopra





UX/UI Designer | Visual Designer

www.designbyshreya.com





Professional Summary

I am a Delhi (India) based UI/UX & Product Designer crafting user-centric web and mobile products across healthcare, fintech, travel, and automotive. Skilled in enterprise design, scalable systems, AI-driven UX, and prototyping. Strong in research, testing, and accessibility, with a proven record delivering intuitive journeys for brands like KIA, Hyundai, Honda, and Tata Motors. Proficient in Figma, Adobe Suite, Principle, and AI tools.

Certifications

-  **UI/UX Design Specialization**
California School of arts
(Online)
-  **Human Factor & Usability**
Arizona State University
(online)
-  **User DNA: Crafting Personas & Journey Maps**
Coursera
-  **Google UX Design Professional Certificate**
Google

Education

-  **Reliance Education**
VFX & Graphic Design
2013 - 2016
-  **University of Delhi**
Bachelor of Art
2014 - 2019
-  **Mangalyatan University**
Masters of Computer Applications (MCA)
2024 - 2026
-  **Mangalyatan University**
Master of Art (English)
2025 - 2027

Work Exp.

● TATA Technologies

Jan 2025 – Present

Sr. UI/UX Designer

- Led enterprise software design for healthcare, automotive, and finance projects with Honda, Hyundai, KIA, and Herman Automotive.
- Designed SaaS dashboards (web & mobile) using responsive design, wireframing, prototyping, and interaction design, improving task success by 30%.
- Built scalable design systems (40% consistency gain) and drove agile collaboration with PMs & engineers.

● RnF Technologies

Oct 2020 – Dec 2024

Sr. UI/UX Designer

- Delivered UX strategy and UI design for B2B & B2C apps, using personas, journey mapping, and usability testing.
- Improved finance dashboards (+25% task completion) and optimized healthcare app Right Parts (-15% drop-offs).
- Led design for Hey Groop, creating AI-driven UX features for personalization and smarter workflows.

● IMARTI Media Pvt. Ltd

Aug 2019 – Oct 2020

Graphic Designer

- Designed web & mobile UI, branding assets, and social media campaigns with Figma, Adobe Creative Suite, and AI tools.
- Created social content for KENT RO, VLCC, Lotus Herbals, and GSI India, boosting brand visibility.
- Increased customer engagement by 20% through market research, empathy-driven design, and accessibility (WCAG).

Software Knowledge

UI & Prototype **Figma, Adobe XD, Sketch, Protopie, InVision**

UX, Research & Usability **Useberry, User Interviews, Google Forms**


Design, Artwork **Photoshop, Illustrator & After Effects**

AI-Powered Tools **Chat GPT, Mid Journey, Framer AI**

Comm. & Collaboration **Slack, Teams, Notion**

Core Competencies

- UI Design ● UX Research ● Wireframing ● Prototyping ● WCAG
- Responsive Design ● Responsive Design ● Interaction Design
- Usability Testing ● Agile Collaboration ● User Journey ● Personas
- Design System ● AI-Driven UX & UI ● Journey Mapping ● B2B Projects
- Agile Collaboration with PMs & Engineers ● iOS Guidelines
- Empathy driven design ● B2C Product Design ● Software Design
- Dashboard Design ● SaaS Product Design ● Latest Market trends
- Accessibility (WCAG) ● Video editing ● Figma ● AI Tools
- Customer Usability Design (CUX) ● User Personas

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