

# SHILPA RAJAK

## UX DESIGNER

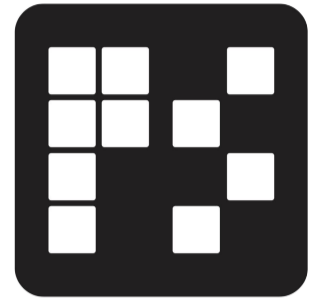
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With an engineering background and a passion for solving human-centric problems, I transitioned into UX design 5 years ago. I've enjoyed crafting experiences across various industries, focusing on gaming and automotive sectors. My design philosophy revolves around merging empathy with habit design and data visualisation. Additionally, I've spent the last two years building and mentoring UX teams to drive meaningful outcomes.

## WORK EXPERIENCE



### PlaySimple Games (acquired by MTG), UX Designer Apr 2020 – Present

- Designed a reusable gamified engagement framework, reducing art/animation effort by 30 hours. Utilised similar strategies to create revenue-enhancing features like "Lucky Spins" and "Endless Treasure" for increased in-app purchases in the game "Word Trip," catering to a user base of **10M+**
- Managed and mentored a team consisting of 3 associate UX designers, 1 UX intern, UI Artists and Tech Artists, 4 of whom I personally recruited. Successfully cultivated a self-reliant team driving game deliverables. Additionally, provided company-wide UX mentorship through bootcamps.
- Improved onboarding funnel with an interactive FTUE for the trending game "Wordle" increasing D1 install retention by 500 base points and CLTV by 25%. Achieved product-market fit and initiated promotional testing

### Associate UX Designer

- Led a strategic initiative to enhance puzzle completion rates within Daily themed crossword, a game boasting a user base of 10 million+, employing a blend of qualitative and quantitative research methodologies. Introduced a "trending puzzle" feature, resulting in active engagement from **600k** daily active users  
[Play TC - https://play.google.com/store/apps/details?id=in.crossy.daily\\_crossword](https://play.google.com/store/apps/details?id=in.crossy.daily_crossword)
- Directed the end-to-end design and launch of 'Crossword Explorer,' driving its success with **140k** daily active users and \$32k daily revenue. Additionally, devised a 'casual feel keyboard' strategy, boosting player engagement by 20%. Both of these crossword games contribute **20%** to PlaySimple's portfolio  
[Play Crossword explorer https://play.google.com/store/apps/details?id=in.daily\\_puzzle.crossword](https://play.google.com/store/apps/details?id=in.daily_puzzle.crossword)
- Initiated the development of a user interview process within the team to better understand user concerns and pinpoint areas for improvement. This approach fostered stronger user relationships, enabling more effective planning for future enhancements based on qualitative feedback



### 21North Europ Assistance, UI/UX Designer Oct 2018 – Mar 2020

- Studied the data from ambassador research, ideated and designed the on-boarding dashboard which now caters to the business stakeholders and the recruiters to understand the attrition rate by **4%**
- Responsible for designing the GUI of the ambassador application (Driver partners)
- Conducted ethnographic research on Network Partner Interface for service center like Toyota, Hyundai etc to understand their needs and help them create effortless design solutions

## SKILLS

- UX Research – Discovery, User interviews, Competitive benchmarking, Funnel Analysis, Play test, Usability testing
- UX Design – Wireframes, Flows, Interactive Prototyping, Visual Design

## EDUCATION



### NIT Durgapur, B.Tech, Electronics and Communication

Aug 2014 – May 2018