

SHILPA RAJAK

UX Designer

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🌐 www.shilpa-ui-ux.com

Work Experience

PlaySimple Games

Apr 2020 - Present

www.playsimple.in

UX Designer

- Identified gaps in UX by visualising data and conducted heuristic evaluation to propose multiple solutions to improve the same. The modification led to increased engagement and **6% LTV** (life time value) upside to the game
- Designed and launched trending word game "Wordle". Created a research backed interactive first time user experience (FTUE) for the player leading to incremental **4%** upside in "puzzle clearer"
[Play Wordy - https://play.google.com/store/apps/details?id=in.playsimple.wordle](https://play.google.com/store/apps/details?id=in.playsimple.wordle)
- Instrumental in scouting and hiring budding talent to the team. Mentored and groomed a team of 3 junior designers who were able to independently pick up task within 3 weeks of onboarding

Associate UX Designer

- Conducted user research to create user personas for "Daily Themed Crossword" with 1M active users base. This user personas helped in taking more "behaviour-centric future decisions and differential targeting of the users"
[Play DTC - https://play.google.com/store/apps/details?id=in.crossy.daily_crossword](https://play.google.com/store/apps/details?id=in.crossy.daily_crossword)
- Conducted competitive benchmarking and user research to design the mini games events. Designed wireframes and prototyped user flows leading to **3%** LTV ((life time value) upside to the game
- Design and launched the new game "Crossword Explorer" owning the end to end design deliverables for the game. The game currently has **70k** daily active users and generating **\$16k** of daily revenue.
- Researched and designed a new "casual feel keyboard" for the game to target non crossword players to enjoy easy and fun crossword. This feature was widely appreciated by the players and led to **20%** higher session length
[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)

21North Europ Assistance

Oct 2018 - Mar 2020

www.21north.world

UI/UX Designer

- 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) with respect to the UX expectations
- Conducted ethnographic research on Network Partner Interface for service centers like Toyota, Hyundai etc to understand their needs and help them create effortless design solutions

Profile

With an inclination towards people problem solving and an engineering degree, I started my journey as a UX designer 4 years ago. In these years, I have worked for gaming and automobile domain. Through my work I try to bring together empathetic experience and beautiful designs.

Education

B.Tech

NIT Durgapur

Electronics and Communication

UX methods

User Research
User Personas
User journey
Wireframing
User Interview
Data Analysis
Usability Testing
Heuristic Evaluation
Card Sorting
Prototyping
Competitive Evaluation
Information Architecture
Ethnography
Empathy mapping
Sketching

UI Skills

Visual Design
Iconography
Illustration
Print Designing

Tools

Prototyping tool

Adobe XD
Figma
Sketch
Marvel
Zeplin
Balsamiq
Paper prototyping

Software tool

Adobe Illustrator
Adobe Phototshop
Procreate