Shruti Kapoor

✉ kapoorsk6@gmail.com 📞 (+44) 7825873876 🌐 *Portfolio* 🌐 *Linkedin*

Product Designer with **6+ years** of experience and a strong foundation in both **UX / UI design** and **UI development** across fintech, insurance, travel, and telecom sectors. Skilled in designing complex, data-driven B2B applications, transforming intricate workflows into intuitive interfaces using Figma, design systems, and interaction patterns. Proven ability to collaborate directly with stakeholders, and developers to deliver user-centric, high-fidelity designs that align with business outcomes.

Experience

MoneySuite
London , UK | Oct 2024 - Present

Product Designer

- Designed the MoneySuite **B2B SaaS** mobile app from scratch using Figma, leading UX/UI strategy from research to beta launch.
- Developed a comprehensive design system for the app, ensuring consistency and scalability across features.
- Led the design and development of the official [company website](#), resulting in a **25% increase** in user enrolment.
- Led visual design for over **150** email templates and internal tools; ensured developer-ready Figma files with auto-layout and component usage.
- Collaborated with developers to ensure smooth handover from design to code, maintaining design fidelity.

Qisetna
London , UK | Dec 2023 - Oct 2024

UX Designer & Researcher | Volunteer Freelancer

- Conducted UX audits, usability testing, and stakeholder/user interviews to enhance website navigation and accessibility.
- Developed and maintained a UX research and design roadmap to improve the organization's design process.
- Created a user-friendly interface and an infographic that promoted cross-cultural understanding, contributing to **10,000+ downloads.**

Goldsmiths College, University of London
London , UK | Apr 2022 - Sep 2022

User Experience Designer & Researcher

- Designed and researched an interactive web app integrating with Microsoft Teams to enhance virtual communities, reduce **Zoom fatigue by 35%**, and improve remote employee **well-being by 20%**.
- Led in-depth interviews, usability testing, and surveys with remote industry experts.
- Developed and refined UI designs using **WCAG** standards and design heuristics. The solution received a **4.2/5 rating**, with **90%** of users reporting a positive experience.

Cybage Software
Pune, India | Jul 2019 - Feb 2021

UI / UX Designer

Client : [Amadeus](#)

- As a UX Designer, I created conceptual designs, mapped user journeys, personas, process flows, wireframes, and interactive prototypes for **the B2B SaaS product iHotlier Reservations and Booking Engine** which achieved a **20% increase** in direct conversion rate.
- I ensured design consistency and coherence by adhering to the **client's design** standards.
- Collaborated with project managers, product owners (clients), and developers by following **Agile methodology** providing developer-friendly Figma assets and specs.

Capgemini *Pune, India | Feb 2018 - Jul 2019*
Jr UI / UX Designer
Client : [AIG](#)

- Employed diverse UX methodologies, including remote moderated sessions, surveys, and data analysis, to explore design concepts and identify user trends for **AIG's Digital Claim Portal**.
- Created intuitive and user-friendly interfaces for the **B2C product**, effectively addressing the needs of a diverse user base.
- Contributed to creating **style guidelines and UI designs** for **AIG's Axis Framework** (design system), ensuring consistency and scalability across all AIG projects, improving design efficiency, and reducing development time.
- Collaborated with **cross-functional teams** to streamline the process and improve customer satisfaction by constantly incorporating feedback to ensure effective implementation.

Tech Mahindra Limited *Pune, India | Sep 2014 - Sep 2017*
Client : [Telus International](#) (Telecommunication Sector)
Software Engineer

- As a **UI Developer** revamped an existing client application with the latest technologies using **Angular, TypeScript, and Javascript** to present various metrics to the customer, leading to a new contract for digitizing a suite of **12 applications**.
- Improved ASP.NET production applications, cutting order creation and processing efforts by **40%** and reducing operational costs.

Education

Goldsmiths College, University of London *London, UK | 2021 - 2022*
MSc in User Experience Engineering, **Merit**

Sipna College of Engineering *India | 2010 - 2014*
Bachelor of Engineering, **7.28 CGPA**

Certifications

Coursera - UI / UX Design Specialization

California Institute of Arts

Skills & Methods

UX and Design
Figma, High fidelity mockups , Wireframing , Prototyping, Design Systems , WCAG , Information Architecture, User Journeys, Usability Testing ,Tasks Flow,Design Heuristics

Programming and Web technologies
Angular 2/4, Javascript, HTML, CSS, Bootstrap, Jira , Github

Soft Skills
Quick Learner , Collaborative , Critical Thinker , Empathetic, Upskilling.