

Neelam Shukla

UX Consultant

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ABOUT ME

- A user-experience consultant with rich experience in processes in the HR and education industry extending up to 12 years
- Capable of wearing multiple hats with expertise in stakeholder management, providing assistance in business analysis and creating design documents.
- Demonstrated expertise in understanding industrial processes with people management.

SKILLS

USER EXPERIENCE RESEARCH

- Interviews /narrative methods
- Surveys and analysis
- User personas
- Task flow analysis
- Journey map

USER INTERFACE DESIGN

- User scenario storyboarding
- Wireframing
- Mid-fidelity prototype
- Creating high-fidelity mock-ups for mobile/desktop.

TOOLS

- Figma
- Canva
- Miro
- Kanban tools for Project management
- other journal documentation tool

SOFT SKILLS

- Leadership skills
- Time management
- Project Management
- Interpersonal skills
- Problemsolving
- Teamwork & collaboration
- Critical thinking

DIGITAL MARKETING SKILLS(BASIC).

- Search Engine Marketing
- Search Engine Optimisation
- Content Marketing
- Digital tracking and Analytics

EDUCATION

- Digital Marketing - DMI - Feb -Apr 2023
- UX Design Immersive General Assembly
Mar-May 2022
- Post Graduate Diploma in Management (PM-HR)
Symbiosis Institute of Management Studies
(SIMS) 2001 - 2003
- Bachelor in Science - 1998-2001

ACHIEVEMENTS

- Won 3rd price in Design Hackathon
- Certification of recognition for improving "Employee referral program", reduced recruitment cycle time by 15%.
- Awarded for revamping the HR processes.
- ISO-certified internal auditor

UX EXPERIENCE

UX Consultant - Volunteer

Arise Foundation

Jan 2022 - May 2023

- Creating transitional plans and documents to outline project expectations, scope, schedule.
- Overseeing operational transitions. ensuring that the transitions are implemented according to schedule.
- Updating management, personnel, and clients on any prospective transition-related changes..

UX Consultant - Volunteer

Pre-revenue Startup

Sep 2022 - Dec 2022

- In a team of three, I brainstormed new product ideas and designed a high-fidelity application prototype.
- Defined a plan and set of initiatives based on insights from research.
- Created prototypes for clients and rapidly iterated on design concepts based on feedback
- Creating MVP using Figma for usability testing.

Experience Designer - Consultant

Nexus Development Co.

Feb 2022 - Sept 2022

- Used ethnographic research method for collecting information.
- Redesigned the siteblueprints as per the policies hence maximizing the space utilisation.
- Assisted the design process based on the market research and designed MVP as a tool deliverable.

UX Designer - Consultant

May 2022

ShopAssist.com.au

- Redesign six pages of the website with a minimalistic appeal.
- Conceptualized design solutions and iterated design in a rapid 2 -week sprint.
- Utilised several design methods throughout the project comprising comparative analysis, Heuristic evaluation, Service blueprint, wireframe and prototyping.

UX Designer

VitalCALL

Apr 2022

- Proposed solution was a hybrid mobile app for visibility and communication from the service yet benefitted from the convenience of a mobile application.
- Created user story maps, task flows and data interactions, which streamlined the User Experience and the overall project development.
- Clearly communicated my design work and rationale behind my design decisions to clients and stakeholders.

UX Designer

Abbey's Bookshop

Mar 2022

- Completed a 2-week sprint to redesign the Abbey's Bookshop website to recreate the brick-and-mortar experience online.
- Improved core website functionality by addressing broken links,
- Translated user stories into wireframes to create high-quality user experiences.
- Designed mid-fidelity prototypes that aligned with the business strategy and archetype goals.

ADDITIONAL PROFESSIONAL EXPERIENCE

AMIGA Montessori

Current role - Asst Manager

Mar 2023 - till now

(previously - Room leader, assistant educator

Feb 2016 - Sep 2022

- Assisted management in providing assistance in the assessment of policies and procedures of the organisation against National Quality Standard.
- Responsible for quality consistency of processes and policies throughout the centre.
- Assisted in completing all the Quality Improvement Plans to make sure of inclusivity and accessibility is met for every child.

Big Childcare

Centre Manager

Sep 2022 - March 2023

- Plan and implement a quality educational program
- Building positive relationships with relevant stakeholders
- Managing a team of educators to support preparing high-quality and fun OSHC programs.
- Administration experience - rostering, maintaining observations and records of individual children's progress, managing enrolments, bookings etc.

Sweet Celebrations

Business owner

Feb 2013 - Jan 2016

- Managed own custom cake business and worked as freelance photographer.
- Gained experience dealing with customer expectations.
- Ideated business plan on regular basis while maintainig budget and time.

MNC Inhouse and Agencies

Talent acquisition consultant

Feb 2003 - Jun 2009

- Managed in-house and recruitment agencies while developing and executing recruitment plans.
- Responsible for end-to-end recruitment, from initial sourcing through the different platforms to salary negotiations and onboarding of permanent employees.
- Proposed and led an end-to-end user experience design review of the company's employee referral scheme.
- Qualitative and quantitative research strategies to facilitate data collection and analysis, leading to a 20% shorter recruitment cycle and generating a 90% satisfaction rating.
- Rapid iteration of the employee referral program based on Management and employees' feedback before launch.