

# SHRADDHA SINGH

## CONVERSATION & UX DESIGNER

### EXPERIENCE

#### PROJECTS

CONVERSATION DESIGNER | 2021– PRESENT

##### • SAMMIE (Chatbot for Woodland Park Zoo)

[VIEW CASE STUDY](#)

- Created chatbot for Seattle's Woodland Park Zoo.
- Defined user flows and bot personality
- Wrote intents, & scripts for planning visit, buying tickets, registering for events, and help use cases.
- Built a working Voiceflow prototype
- **Platform:** Web and mobile

##### • FOOD MASTER (Career Foundry Project)

[VIEW CASE STUDY](#)

- Recipe skill for Alexa users to select from several delicious quick meal recipes and receive step-by-step directions to prepare the meal
- Conducted user research and testing
- Wrote intents & scripts for gathering ingredients, instructions, bookmarking recipes and help prompts.
- Implemented using Alexa Skill Set/Alexa Developer Console
- **Platform:** Voice Skill

#### KARCO

UX DESIGNER (FREELANCE) | JAN 2021–MAR 2021

##### • NUMERICA (CMS for Merchant Navy Companies)

- Worked on an early stage product development and led the UX design of competency management system for merchant navy officers.
- Identified & drafted user stories for different personas.
- Designed user-flows, hi-fidelity screens, and interaction guidelines for developers.
- Key user flows - Add Crew Member, Define Criteria, Generate Competency Report, etc.
- Conducted UI Design review and developer hand-off sessions.
- **Platform:** Web Application

#### IBM

UX DESIGNER | AUG 2016–NOV 2019

##### • MetLife Small Market Digital:

- Worked on an early stage product development and led the UX design of Maintenance, a core work-stream.
- Collaborated with client, developers & NYC IBM Design Studio to integrate user research into the product development process
- Designed both low and high-level flows, detailed interaction, and hi-fidelity screens for over 30 user stories for the web app. Conducted design reviews and developer hand-off sessions

##### • Canara Bank (Indian Public Sector Bank):

- Redesigned the mobile app UX flow for fund transfers, UPI, and bill payments.
- Reduced number of clicks to lowest among 4 other major banks in India.
- Designed high-level flows, detailed interaction, and high-fidelity screens.
- Worked on Visual Design for major overhaul (25 unique screens) of mobile application.
- Platform: Mobile Application

##### • ANZ Bank (Australia New Zealand Bank)

- Responsible for UX design of a labor procurement web tool that used a conversational approach for purchase requests.
- Conducted user research with procurement managers working in Australia.
- Collaborated with the client and IBM Design studio, Australia, on user stories, persona building, and created a Service Blue Print.
- Defined user task flows and designed hi-fidelity screen mock-ups.

**Portfolio:** [www.shraddha.design](http://www.shraddha.design)

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#### CXD SKILLS

DIALOG & INTENT WRITING

USER TESTING

INTERACTIVE PROTOTYPING

VUI DESIGN

BOT PERSONA

MULTIMODAL DESIGN

#### TOOLS

VOICEFLOW

FIGMA

ADOBE XD

PROCREATE APP

ALEXA SKILL SET

#### UX SKILLS

USER RESEARCH

USER STORY WRITING

WIRE-FRAMING

PROTOTYPING

DESIGN THINKING

#### EDUCATION

MIT INSTITUTE OF DESIGN, PUNE

MASTERS IN DESIGN

PRODUCT DESIGN | 2014-2016

THAKUR COLLEGE OF ENGINEERING  
& TECHNOLOGY, MUMBAI

BACHELOR OF ENGINEERING

INFORMATION TECHNOLOGY | 2010-2014