

# Shivani Thakur

www.ishivani.com

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goelshivani1@gmail.com

+1 (856) 739-4135

## Product Designer - Green Chef

JUNE 2016 - PRESENT | MOUNTAIN VIEW, CA

Led product design for Green Chef - a meal kit delivery service, owning the desktop and mobile web experience. I covered a broad range of responsibilities including ideation, information architecture, interaction design, visual design, prototyping, usability testing and A/B testing.

- As part of customer growth team, redesigned the sign-up flow, Green Chef home page and created marketing landing pages to drive new user conversion.
- Reimagined account features that facilitated flexible and easy ordering from Green Chef.
- Streamlined the design process by introducing new tools like Zeplin, Invision to enable better collaboration between design and engineering.

## Interaction Design Intern - Walmart Labs

MAY - OCTOBER 2015 | BENGALURU, INDIA

Created a unique co shopping experience with inline chat to let people shop online with friends in a more connected manner. I owned the project right from the overall information architecture down to crafting the microlevel interactions.

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## Masters of Design - National Institute of Design

JUNE 2013 - JAN 2017 | BENGALURU, INDIA

Majored in Information and Interface Design

## B.Tech - Sikkim Manipal University

JULY 2006 - JULY 2010 | SIKKIM, INDIA

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### TOOLS

Sketch, Principle, InVision, Zeplin, Photoshop, Illustrator, HTML, CSS

### SKILLS

User Centered Design, User Research + Synthesis, Personas, Information Architecture, User Flows, Wireframing, Visual design, Prototyping, Usability Testing, A/B Testing