

Shiny Fernandes

Product Designer | UX Designer | Interaction Designer

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Product Designer with 6+ years of experience creating web and enterprise products across B2C and B2B environments. Skilled in end-to-end UX, from research and information architecture to high-fidelity UI and interaction design, delivering data-driven, user-centered solutions. Proven ability to drive results, collaborate with cross-functional teams, including engineering, product, and design teams, and communicate design decisions. Passionate about building scalable design systems, accessible experiences, and driving measurable business impact with a strong understanding of Human Computer Interaction and large-scale systems.

WORK EXPERIENCE

UX Designer - GDC Group Remote, US Oct 2024 - Present

- Lead UI/UX Designer for Gambling.com Rotowire web products, owning end-to-end product design workflows from discovery to delivery in an agile environment. Motivate the design team to align with the project's vision while enhancing productivity through the use of collaboration and AI tools.
- Built and scaled RotoWire's design system, collaborating with the design team, engineers, and product managers to ensure consistency, accessibility, and efficiency across applications while adhering to design patterns, providing organizational guidance in best practices.
- Translated business requirements and product requirements, user research, and stakeholder input into intuitive UX solutions using low- and high-fidelity deliverables that reflect the principles of design project implementation.
- Partnered cross-functionally to improve information architecture, interaction patterns, and usability, directly impacting user engagement and retention, emphasizing user experience design and responsibility towards enhancing product productivity.
- Participated in sprint planning, design reviews, and iterative feedback loops to continuously move features forward, employing tools to coordinate schedules and prioritize tasks effectively using a sprint cycle in Jira for efficient tracking.
- Led a strategic brand re-design launched July 1, driving a **2.2% YOY increase in total July revenue** through improved visual identity and customer engagement, enhancing overall product clarity.

Product Designer III - FanDuel Group Atlanta, GA Aug 2023 - Sep 2024

- Designed high-impact enterprise-scale product experiences for one of the world's largest sports gaming platforms, contributing to revenue growth and user conversion, driving enhanced user interaction and satisfaction through deliberate craft in UX design.
- Led data visualization initiatives for player statistics, **increasing bet conversion rates by 9.5%** through research-backed design decisions that enhanced the user experience, showcasing the importance of clarity in design.
- Worked closely with product management, engineering, analytics, and research teams to prioritize features, define workflows, and influence the product roadmap, ensuring alignment of vision.
- Communicated UX concepts with clarity and design rationale to stakeholders through wireframes, prototypes, and design documentation that illustrate the implementation of effective interface solutions.
- Supported A/B testing, usability testing, and metrics analysis to validate design decisions and optimize outcomes by focusing on visual and interaction patterns, driving a productive workflow.

Product Designer II - FanDuel Group Atlanta, GA Mar 2022 - Jul 2023

- Led design for the Rewards Center across iOS, Android, and web platforms, improving user perception by 7% and **reducing dissatisfaction by 12%** through enhanced user experience and interaction design.
- Designed and iterated on interaction models for the National TV Module, **resulting in a 34% increase in contest entries**, showcasing effective interaction design principles.
- Applied accessibility standards (WCAG) and FanDuel's design system, ensuring inclusive, scalable solutions grounded in design principles.

- Collaborated within a cross-functional, agile team, navigating sprint cycles and delivering design assets on schedule, demonstrating team motivation and cohesion.

UX Designer (Apprentice) - General Motors x AAU San Francisco, CA

Sep 2021 - Dec 2021

Corporate-sponsored project by General Motors at the Academy of Art University.

- Partnered with transportation designers, architects, and UX professionals to deliver an engaging, interactive experience showcasing vehicle design for 2039, enhancing customer experience.
- Contributed to a corporate-sponsored enterprise UX project, designing future-focused automotive UI experiences that highlight innovative design principles, ensuring proper articulation of ideas.
- Synthesized qualitative and quantitative research into personas, journey maps, and interaction flows, reflecting a strong foundation in human-computer interaction.
- Worked closely with stakeholders and multidisciplinary teams to align design decisions with business and user goals, driving effective communication and collaboration.

UX Design Intern - Roofstock Inc., Oakland, CA

Apr 2021 - Aug 2021

- Improved web product workflows by automating transaction flows, reducing friction and increasing customer satisfaction through effective interface design.
- Collaborated with product managers, engineers, and UX researchers, ensuring smooth design handoffs that leverage insights from coding and development practices.
- Designed high-fidelity UI, wireframes, and marketing pages using Figma and brand guidelines, maintaining emphasis on a strong visual identity across products.

UX Design Intern - iProspect (Dentsu Aegis Network) Mumbai, India

Oct 2019 - Dec 2019

- Performed UI/UX audits for clients, delivering tailored user experience solutions and creating visual assets for social media, digital marketing, and advertising campaigns.
- Partnered with Engineers and Developers to implement iProspect's Voice Assistant (iVA) for analytics dashboards, collaborating with the Google Analytics team to boost conversion rates and increase customer engagement, thereby enhancing productivity.

Software Engineer - Tata Consultancy Services Mumbai, India

Oct 2016 - Sep 2019

- Worked in an enterprise software environment, collaborating with designers and developers in Agile/Scrum workflows, emphasizing the implementation of user-centric designs.
- Partnered with clients and internal stakeholders to translate business requirements into functional and UX-aware solutions, underscoring the importance of investment in user experience.
- Supported workflows, expenses, and commission-related systems while adhering to SLAs, ensuring high-performance delivery and maintaining organizational procedures.

EDUCATION

• **Masters - M.A Interaction Design Academy of Art University**

Jan 2020 - Dec 2021

San Francisco, CA | GPA: 3.67

• **Bachelors - B.E Computer Science - Mumbai University**

Jun 2012 - May 2016

Mumbai, India | GPA: 3.21

SKILLS

- **Core Design Skills:** UX Design, UI Design, Interaction Design, Visual Design, Product Design, Service Design, Web Design, Branding, Motion Design, Graphic Design, Accessibility (WCAG)
- **Research & Strategy:** UX Research (Qualitative & Quantitative), User Research, User Personas, User Journeys, Storyboarding, User Flows, Information Architecture, Design Thinking, Design Strategy, Prioritization, Content Design, Customer Journey Mapping, Metrics & Analytics, AI tools
- **Design Systems & Prototyping:** Design Systems, Wireframing, Mockups, High-fidelity Prototypes, Prototyping Tools, Iconography, Typography

- **Facilitation & Collaboration:** Facilitating Innovation Workshops, Brainstorming sketch sessions, Problem-Solving, Attention to Detail, Design Documentation, Cross-functional Collaboration
- **Technical Skills:** Front-end programming, Web Design and Development, Human-Computer Interaction(HCI), Agile Methodologies, B2B, B2C

TOOLS

- **Design & Prototype:** Figma, Sketch, Adobe Creative Suite (Adobe XD, Photoshop, Illustrator), Principle, Framer, Balsamiq, Zeplin
- **Front-end:** HTML, CSS, JavaScript, JQuery, PHP, WordPress, CMS
- **Testing and Analytics:** Amplitude, User Testing, Maze
- **Motion Graphics:** Adobe After Effects, Premiere Pro
- **Others:** Webflow, Jira, Slack, Keynote, Miro, Trello, Asana, Saas/PaaS, ERP Systems(Microsoft Dynamics, SAP)

ACTIVITIES AND ACHIEVEMENTS

- **Spring Show Finalist - Academy of Art University (May 2021)** - Rebranded Cafe El Tapatio, a local restaurant in Illinois, with comprehensive branding, interaction design, user experience, and website design.
 - **Co-founder at Giftitions - "Gift Your Emotions" (Mar 2018 - Present)** e-commerce business specializing in handmade, customized gifts sold through social media.
 - **Applause Award - Tata Group (2017-2019)** Recognized for contributions to the successful transition of the "Trafigura Global Navision Program."
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