

# Shalette D'Souza

UX Designer based in Toronto, Canada, with a strong background in graphic design and technology.

Experienced in applying design processes & tools. Skilled in combining an empathetic approach with user-centric processes to create accessible solutions.

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## Experience

### UX Designer | IBM

May 2022 - Apr 2023

- Redesigned course creation and management systems of the Skills Network (similar to Coursera, edX)
- Created the design systems and style guide
- Increased User Join rate and Content Creation rate by over 70% by creating new features, refining userflows and UI components.
- Designed optimized LMS Portals for companies including Pepsico, RBC, AT&T, KPMG, etc.
- Screened applicants and conducted interviews of prospective candidates for design-related internships

### UX Designer | Barbra Schlifer Commemorative Clinic

Jan 2023 - Apr 2023

- Consolidated 2+ years worth of research to create user profiles, persona, as-is and to-be journey maps of domestic violence survivors
- Designed a survivor self-assessment app for mobile and web, along with the branding kit
- Conducted prototype testing with multiple stakeholders and service providers to identify areas of improvement

### UX & Graphic Designer | Obladi Creatives

Oct 2020 - Aug 2021

- Conducted user research, wireframing and prototyping of accessible, responsive websites
- Developed branding guidelines for various clients
- Spearheaded concept ideation and execution of social media content
- Mentored newly recruited designers

### Graphic & Web Design Intern | Rovia Solutions

Summer 2020

- Crafted user-centric content for social media, web and marketing
- Designed responsive websites, business cards, brochures and banners
- Managed client communication throughout project timelines

## Skills

- User Research
- Empathy Maps
- Affinity Diagrams
- Journey Maps
- Storyboarding
- Wireframing
- Prototyping
- Usability Testing
- Balsamiq
- Figma & Adobe XD
- Webflow
- Python
- HTML, CSS & JS
- React & React Native
- Illustrator, Photoshop & After Effects
- Advanced Hindi
- Advanced Konkani
- Intermediate Kannada
- Elementary French

## Education

**Masters of Information, UX Design | University of Toronto**

**Bachelor of Engineering, Computer Science |**

Visvesvaraya Technological University