

# Shannon Dsouza

Product / User Experience / User Interface Designer

## Work Experience

### Product Design Lead / HumanX

Apr 2023 – Aug 2024

Mumbai, India

Led a team of five designers and two interns on fintech, insurance, OTT, and analytics projects, managing reviews, ideation, visual direction, and stakeholder communication.

- Revamped the user dashboard for India's largest mutual fund house and directed the design and delivery of a novel mutual fund gifting platform for minors.
- Designed a Generative AI-powered OTT content discovery and engagement solution that was unveiled at IBC 2023, utilising voice commands, LLMs, and CMS integration.
- Spearheaded the end-to-end redesign of the SBI Life Insurance digital product with the aim of reducing drop-off rates.
- Spearheaded the pitch design for the International Cricket Council's website revamp.
- Managed the design of an audio-first radio application for CarPlay and mobile, and provided responsive web design direction for India's leading car accessories brand.

### Sr. Experience Designer / HumanX

Mar 2022 – Mar 2023

Mumbai, India

Managed the UX design process for Hypothesis, an influencer marketing optimisation platform, overseeing user research, ideation, prototyping, and usability evaluation.

- Undertook interviews and analysed research insights to shape product direction.
- Crafted user-specific analytics dashboards for creators, brands, and agencies.
- Developed the brand identity, including the style guide and design system.
- Conducted usability testing with key user groups to iteratively refine the prototype.
- Delivered UX assets including sitemaps, user journeys, information architecture, wireframes, and clickable prototypes.

### Design Consultant / Fractal Analytics

Jun 2021 – Feb 2022

Mumbai, India

Sole designer for A.I.D.E, a digital experience analytics platform. Drove the entire design process from design execution to handoff.

- Conducted a design audit to identify usability issues and recommend fixes.
- Facilitated competitor analysis, user interviews, A/B testing, card sorting, and usability testing across all phases of the project.
- Produced clickable prototypes and presented demos to stakeholders.
- Collaborated closely with developers to ensure smooth and efficient handoff.

## Freelance Projects

### Sellit9 / Remote

Sep 2024 – Nov 2024

A platform enabling seamless trade-in of household items for instant digital credits.

- Redesigned the UI and enhanced usability across key user flows across the product.

### Luut/ Remote

May 2023 – Jul 2023

A community-driven NFT marketplace to showcase, trade, and discover NFTs.

- Defined UX strategy through research, competitor analysis, persona development, problem framing, user stories, information architecture, sitemaps, and wireframes.

### RoadRunr/ Remote

Jul 2022 – Sep 2022

A Web3 platform rewarding drivers with tokens for sustainable and efficient driving.

- Developed the UX through journey maps and wireframes; created UI for key screens and created a cohesive style guide.

### Hall of Heroes/ Remote

Aug 2021 – Sep 2021

A gamified virtual platform for comic fans to connect, collaborate, and engage.

- Produced high-fidelity clickable prototypes for features such as chat, avatars, tasks, events, and live discussion rooms, based on provided UX requirements.

London-based product designer with 4+ years' experience crafting **accessible**, **intuitive**, and **delightful** experiences.

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## Education

**City St George's, University of London** / MSc in Human-Computer Interaction Design

Sep 2024 – Oct 2025

**Springboard** / Certification in User Experience and User Interface Design

Aug 2020 – May 2021

**St. Andrews College** / Bachelor of Commerce

Jun 2011 – Apr 2014

## Skills

**Research:** User Interviews, Competitor Analysis, Usability Testing

**UX Process:** User Flows, Journey Mapping, Persona Creation, Information Architecture, Storyboarding

**Design:** Accessibility, Data Visualisation, Visual Design, Design Systems, Wireframing, Prototyping

**Soft Skills:** Leadership, Agile Project Management, Mentoring, Collaboration, Communication

## Toolkit

Figma, Adobe CC (Ps, Ai), Invision, Qualtrics, NVivo, Miro, ChatGPT, MidJourney, HTML/CSS, Github / Jira

## Certifications & Recognition

**ADPList:** 100 mentorship minutes

**Quickplay:** Google Cloud Industry Solution Technology Partner of the Year Award, 2023

**Accessibility & Inclusive Design (Honours) Certification,** University of Illinois Urbana-Champaign