UI/UX Designer | Digital Experience Expert

Shiuli Chakravorty

Summary

Passionate UI/UX Designer with 10 years' cross-industry expertise, excelling in crafting intuitive, visually stunning digital experiences. Deep understanding of design principles and proficiency in industry-standard tools. Valuable asset for creating exceptional user journeys.

Education

Academy of Art University   San Francisco, CA | Sep 2023 - April 2025

Master of Arts - MA, Interaction & UI/UX Design, GPA: 3.8/4.0

Amity Education Group   Noida, India | 2010-2014

Bachelor of Fine Arts in Design and Applied Arts, GPA: 3.52/4.0

Employment

San Francisco, CA | Sep 2024 - Present

UX Designer - Corporate Sponsored Project - Jeep

- Leading ideation and brainstorming for the Jeep 2050 project, using Figjam and conducting ongoing user research.
- Producing storyboards, wireframes, and mockups, while delivering weekly presentations to stakeholders on design progress.

San Francisco, CA | Oct 2023 - June 2024

Interactions & UI/UX Assistant (Part-time) Work Study - Academy of Art University

- Responsible for diverse content creation across social media, blogs, websites, and signage, while managing social media platforms and aiding in UI/UX design and testing.
- Facilitate communication with students regarding departmental activities/events and support administrative duties.

San Francisco, CA | Jan 2023 - May 2023

Senior Account Executive at IW Group Inc

- Developed user-personas, marketing strategies for financial services.
- Ensured consistent branding and messaging.
- Monitored project progress, provided actionable insights.
- Delivered innovative digital solutions exceeding client expectations.

Contacts

Location

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Email

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Phone

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Portfolio

shiulidesign.com

LinkedIn

linkedin.com/in/shiuli-chakravorty/

Certifications

Human-Centered Design: an Introduction, Industrial and Product Design, University of California San Diego | 2018

Certificate in Customer Insights: New Product Development Orientation, University of Illinois at Urbana-Champaign | 2020

Post Graduation Certificate Program in Marketing and Brand Management, MICA | 2019

San Francisco, CA | Sep 2021 - Dec 2023

Community Founder - BayAreaVisits

- Established a diverse Bay Area Instagram community with 100+ creators.
- Organized events (fashion shows, panel discussions, restaurant launches).
- Managed event branding, designed print/digital assets.
- Influencer Marketing and Event Management.

Gurgaon, India | Apr 2016 - Aug 2022

Founder at Viral Baap Marketing Solutions

- Led a team for public health, real estate, and manufacturing clients. Optimized media buying and email marketing. Boosted conversion rates by 18% through UI/UX projects.
- Executed 360° marketing strategies and events (Bournvita Women CYCLOTHON, TREK Cycle CSR). Managed a $100,000 ad campaign, exceeding targets by 10-15%.
- Developed a machine learning outdoor campaign for Vital Strategies. Triggered PSAs based on smoking actions. Led all project stages.
- Created brand guidelines, logos, and visual ads. Designed website UI for multiple companies.

Gurgaon, India | Jan 2015 - Apr 2016

Design Consultant at Convergys India (now Concentrix)

- Led branding-focused leadership projects.
- Managed stakeholder relations and cross-functional alignment.
- Created/managed Google display and social media ads.
- Implemented and iterated weekly social media calendar.
- Prepared company-wide design materials using Adobe Suite.

Gurgaon, India | Sep 2014 - Jan2015

Visual Designer at FoxyMoron

- Conceptualized and designed social media creatives and Google Display Ad Banners.

Gurgaon, India | May 2013 - July 2013

Art Intern at MullenLowe Lintas Group

- Created print ads for Havells, Somany Ceramics, Parker Pen.
- Designed and conceptualized print ads, packaging.

Skills

Figma	Expert
Photoshop	Expert
Illustrator	Expert
Indesign	Proficient
Premiere Pro	Expert
After Effects	Novice

Languages

English
(Professional verbal and written)

Hindi
(Native verbal and written)

Bengali
(Conversational)