

# KHYATI SHUKLA

## UX RESEARCH + DESIGN

Bengaluru, India



khyati.shu@gmail.com · +91 77607 40217 · Portfolio: [uxfol.io/khyatishukla](https://uxfol.io/khyatishukla)

## ABOUT ME

I am a UX Researcher and Designer having a strong work experience executing product and service design projects, Enterprise Resource Planning implementations, Digital Transformation programs and Go-to-Market Strategy. Consulting, so far has exposed me to Automotive, Pharma, HR & Talent and Consumer Electronics sectors.

I am fairly competent with all aspects of the user-centric design process and truly believe that creative problem solving starts with understanding the human behaviour. My product design experience in designing for low-income communities has taught me some experimental methods borrowed from ethnography and anthropology to arrive at desirable products and systems.

## WORK EXPERIENCE | Key Activities

### Pricewaterhouse Coopers Pvt. Ltd.

*Design Researcher, Sep 2017 - Mar 2020*

- User research through primary research methods like contextual user interviews, mystery shopping, shadowing, etc.
- Qualitative data synthesis, identifying pain-points, opportunity areas through actionable insights
- Documentation and representation tools such as Personas, Journey Maps, User stories, Empathy Maps
- Scenarios, taskflows, wireframing, mock-ups and prototypes

### Selco Foundation, Bangalore

*Product Designer, June 2014 - Aug 2017*

- Primary research for need assessment through community engagement activities like interviews, group discussions, card sorting.
- Expert interviews - Healthcare, Livelihoods, Built-Environment
- End-to-end product design, prototyping and vendor scoping, product detailing for manufacturing
- User testing and impact assessment of physical and digital products
- Designing user communication for pilots testing

## KEY CLIENTS



## EDUCATION

### 2010 - 2015

Bachelors in Product Design,  
MIT Institute of Design, Pune

### 1996 - 2010

Bharatiya Vidya Bhavan,  
Vadodara

## SKILLS & STRENGTHS

- Story telling
- Qualitative user research and synthesis
- Evangelizing research using personas, journey maps, empathy maps, etc.
- Wireframing
- Low and high fidelity mockups
- User testing

## TOOLS

- Invision
- Adobe XD
- Illustrator
- Indesign
- Photoshop
- Sketch
- Solidworks

## FIELDS OF INTEREST

### Green Design | Circular Design

Conducted a 2-week course in MIT Institute of Design, Pune

### Impact Design | Social Design

Worked with many NGOs, Social Enterprises and initiatives as a part of Selco Foundation

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### KEY PROJECTS : CORPORATE CLIENTS

#### Go-to-Market strategy for a sleep tracking device *Nov-Dec 2019, 6 Weeks*

- 1 Conducted user-interviews to identify the target customer, bring out insights to decode their needs, product and price perception, and formulate the launch strategy with right price, marketing channels and messaging for a sleep tracking device.  
[UX Research / UX Strategy / Health and Wellness / Personal Electronics - Wearables](#)



#### "India, by Design", a report by NASSCOM Design4India *Aug-Sep 2019, 8 weeks*

- 2 Co-authored the report as a part of a 6-member team. As mentioned on [www.design4india.in](http://www.design4india.in), *The report findings shed light on the current state of design in India. Based on these findings, the report suggests best practices for organisations to adopt design and stay ahead of the curve.*  
[Design Report / Publication / Event](#)



#### Family, Legacy and You [FLY] - App Design *July-Aug 2018, 6 Weeks*

- 3 Designed an app to be launched as a service offering by the Family Business Consulting Team. The app enables effective correspondence between members of high-net-worth business families making them adopt their 'Family Constitution' in their day-to-day.  
[UX Design / Service Design / Family & Business Correspondence](#)



#### Revamping on-boarding experience for a Big 4 firm in India *Oct-Nov 2018, 6 Weeks*

- 4 Conducted user studies that unveiled wicked problems a potential candidate faces from the time they engage with the firm for interviews till they settle in completely. As an outcome, game changing employee engagement solutions were suggested which are making their way into the Induction Programme as well as the on-boarding / careers app of the firm.  
[System Design / Strategy / Employee Experience / Human Capital](#)



#### Service Design to record accurate DoS and drive digital adoption *Feb-Mar 2018, 6 Weeks*

- 5 Designed a solution strategy for an automotive battery company that ensures an accurate record of Date of Sale (DoS) and provides smooth warranty claim experience by conducted interviews with battery retailers across geographies creating personas, journey maps, mock prototypes and conducting Design Thinking workshops.  
[Service Design / UX Strategy / Retailer Experience/ Automotive Products](#)



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### KEY PROJECTS : NON-PROFITS

#### **Built-Environment Projects** *Mar 2015 - May 2017, 14 months*

- 6 Developed portable retrofit solutions to incorporate natural lighting and ventilation into temporary migrant homes. In the process, designed and developed 'HUM-Skin' (a sheltering sheet) which has been installed in migrant communities in Bangalore. As a part of this project, also developed a portable housing solution which has been installed in a Belgaum slum adopted by Mahesh Foundation.

*Product and System Design / Social Innovation / Built-Environment*



#### **Livelihood: Papad Making** *July 2014 - Dec 2014, 6 months*

- 7 *Papad* is a spicy crispy tortilla-shaped snack essential in Indian meals. I carried out ethnography based user research into the cottage industry of *papad* making and designed a contraption to solve drying issues during monsoon suiting the end user keeping in mind her ecosystem. (family, household chores and lifestyle)

*Product and System Design / Social Innovation / Women and Livelihood*

