

Shannon Dsouza

Product Design Lead

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Work Experience

Product Design Lead / HumanX Apr 2023

Led projects across fintech, entertainment, and analytics domains. Revamped the user dashboard for India's largest mutual fund house. Ideated solutions for an OTT platform powered by Generative AI. Designed an audio-centric radio application. Led a team of five product designers - guiding reviews, brainstorming sessions, while focusing on enhancing the experience of products through moments of user delight.

Senior Experience Designer / HumanX Mar 2022

Designed an influencer marketing product enabling content discovery, optimisation, and performance measurement for creators, talent managers, brands, and agencies. Conducted primary and secondary research and created UX assets. Designed high-fidelity wireframes while providing UI recommendations and a style guide.

Design Consultant / Fractal Analytics June 2021

Enhanced the user experience of A.I.D.E - a digital experience analytics product. Conducted a comprehensive design audit to identify usability issues. Undertook UX research methods like competitor analysis, user interviews, usability tests, A/B tests, and card sorts. Designed clickable prototypes and delivered demos to various stakeholders. Additionally, closely collaborated with developers for an efficient handoff.

Account Manager / ResellerClub - EIG (India) Private Ltd Feb 2019

Increased business revenue through product sales. Exceeded targets contributing an avg of USD 2.6K monthly. Undertook competitor analysis.

Marketing Associate / Flock, Directi Feb 2018

Conducted competitor analysis highlighting industry-standard messaging parameters, product features. Facilitated demos for sales/product teams.

Business Development Associate / Flock, Directi Aug 2017

Achieved product adoption of over 60% at premier business schools across India viz. IIMA, MICA, and TISS through marketing activities.

Operations Associate / Flock, Directi May 2016

Analysed user-data metrics. Assisted with cross-platform prototyping.

Financial Operations / Kotak Mahindra Bank Ltd Feb 2015

Handled Business Banking Assets and Priority Banking Business.

Freelance Projects

RoadRunr / A mileage-based NFT reward system for drivers Jul 2022

Created UX assets and designed end to end UI flows.

Hall of Heroes / A social hub for comic enthusiasts to connect Aug 2021

Created UI screens based on UX requirements.

Academic Background

Springboard / Certification

Course in User Experience and User Interface Design June'21

700 hours of course curriculum with 1:1 expert mentor guidance

St. Andrews College / Bachelor of Commerce April'14

Major in Business and Marketing

Design Profiles

shannon-dsouza.medium.com

dribbble.com/shannondsouza

behance.net/shannondsouza

Skills

UX Research
Competitor Analysis
Design Systems
Information Architecture
Wire-framing
Prototyping
Usability Testing
Information Visualisation
Dashboard Design
Gamification
Accessibility
Leadership
Project Management
Mentoring
Problem-solving

Toolkit

Figma
Mural
Invision
Adobe Illustrator
Adobe Photoshop

Hobbies

Cycling & Swimming
Cooking
Travelling