

# SHILPY JAIN

## Sr. Product Designer

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### ACHIEVEMENTS

- Awarded as a Top 10 Product [Design Mentor](#) (Apr-Jun 2025) on ADPList.
- Awarded 2nd Place in the Global Blockchain Hackathon 2019

### EDUCATION

- Certification in UX Design Immersive, General Assembly, 2018, San Francisco
- Masters in Design Research: NIFT (2011-2013), Mumbai (India)
- Bachelors in Visual Arts: ISG (2006-2010), Jaipur (India)

### SKILLS

- **Core UI/UX Skill:** Prototyping, User Flows, Journey Mapping, Wireframes, Prototyping, IA, Design Systems, Usability Testing, Motion, Animation & Illustration, UX Writing, Interaction Design, Design Thinking Workshop.
- **GenAI Tools:** Replit, V0 Vercel, Cursor, Lovable, Midjourney, Figma Make.
- **Design Tools:** Figma, Fig Jam, Adobe Suite, Proto.io, Miro, Framer, Jira.
- **Advanced Skills:** Storytelling, Design Leadership, Agile Process, Vision Mapping, Data-driven decisions, Presentation & Pitching.

## CAREER OBJECTIVE

Design leader with 8+ years guiding vision, strategy, and execution for global teams. Known for prototyping, unifying design systems, mentoring cross-functional teams, storytelling, presentation, and delivering accessible, pixel-perfect experiences that scale.

## WORK EXPERIENCE

### Co-Founder

#### Stealth Startup

📅 May 2025 - current

- Building a dedicated AI wearable that functions as a physical voice interface for work, converting spoken commands into complex, automated tasks to streamline daily operations.

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#### Amazon

📅 Feb 2024 - Dec 2024

📍 Sunnyvale

- Led the design of a [video application](#) for IVI platform within Amazon's Vega OS, balancing customer delight, performance, and safety for in-car environments. Video SDK debuted to [80K+ viewers](#) at React Conference
- Designed for **multi-modal interaction** including voice (LLM-powered via Alexa), touch, and D-pad, enabling fluid transitions and consistent experiences across modalities.
- Authored **focus management guidelines** to unify input methods, reduce user confusion, and improve accessibility across navigation paths.
- Collaborated with platform, voice, and brand teams to deliver cohesive experiences that scaled across global vehicle partners.
- Conducted UX QA and theming audits for Alfa Romeo ASU using atomic design and token systems to ensure **pixel-perfect delivery across OEMs**.
- Drove alignment on **global design patterns** across product lines, improving design reusability and reducing churns.

### Sr. UX Designer

#### Cognizant Technology

📅 July 2019 - June 2023

📍 Santa Clara

### AMERICAN EXPRESS

- Led the design of an **AI-powered Creative Optimizer** for marketing campaigns, enhancing personalization and customer touchpoint consistency across channels. Directly contributed to faster go-to-market of customer engagement campaigns, **reducing launch time by 50%**.
- Defined **system-level UX frameworks** by collaborating with compliance, brand, and engineering teams to deliver cohesive, high-impact solutions.

### APPLE

- **Revamped** the UI and workflows of Apple's legacy [MRA application](#), elevating navigation and boosting satisfaction for **300+ global partners**.
- **Designed and delivered a fully responsive interface** (desktop, iPad, iPhone), ensuring seamless task continuity across form factors.
- Enabled cross-user access via a shared portal, optimizing both internal and partner experiences to align with **Apple's visual and usability standards**.
- **Improved mobile task efficiency by 25%**, empowering teams to work flexibly without platform constraints.

## KAISER PERMANENTE

- Led a [portfolio](#) of four data-engineering and ops platforms, boosting operational efficiency **30 %**.
- **Created presentations that clarified complex design concepts** and boosted stakeholder buy-in **50 %**.

## UX Designer

### US Bank (Contract)

📅 Jan 2019 - April 2019

📍 San Francisco

- **Built** offer-creation tools for banking incentives, streamlining workflow and boosting loyalty campaign efficiency

## Agency/Startups

📅 2016-2018

📍 San Francisco

- **UX/UI Designer, Tungsten Advertising** - Designed Angela Alioto's mayoral-campaign Facebook chatbot, optimising user flows and visuals to maximise voter engagement.
- **Design Consultant, Groupmuse** - Conducted 35+ usability tests, 75+ contextual inquiries, and multiple stakeholder interviews; delivered 42 high-fidelity mobile screens that streamlined onboarding and payment, boosting user engagement.
- **UX Designer & Design Strategist, Vowel Advertising** - Led end-to-end branding and website projects for clients such as Sapphire Dental and Instasave & Repost, ensuring cohesive visual identity and seamless cross-channel experience.