DIKSHITA CHANDRASEKARAN
UX, UI and Product Designer
Singapore Citizen | dikshichandra@gmail.com | +65 81570243
Portfolio - www.dikshita.me

- UX and UI Designer with 9 years of experience in consulting, HR, construction and energy.
- With a background in engineering, product management and digital marketing, I believe in creating interfaces that incorporates strategic thinking through user research and information architecture, solves end user problems via wireframing, prototyping and user testing.
- Collaborated with teams across Asia Pacific, Europe and North America to service local and overseas clients such as GovTech, Workforce Singapore, Enterprise Singapore, Schneider Electric, PWC, DHL, Singapore business federation etc.

----------------------------- CORE COMPETENCIES -----------------------------

UX and UI Design | User Research | Wireframing & Prototyping | Competitor Analysis | Usability Testing | Strategic thinking | Stakeholder management | | Problem solving | Visual Design | Product Management | Content creation | Effective communication

Skills - Figma | Miro | Whimsical | Sketch | Adobe Suite | Jira | Azure | Zeplin | HTML | CSS

------------------------ CAREER ACCOMPLISHMENTS ------------------------

Won the Royal Air Morroco Digital Open Innovation Challenge (2022)
SelfDrvn Enterprise Pte Ltd

Created the Design Language system improving front end development pace by 120% (2021)
Novade Solutions Pte Ltd

------------------------ PROFESSIONAL EXPERIENCE ------------------------

Senior Product Designer (UX and UI) | Singapore
SelfDrvn Enterprise Pte Ltd   **May 2022 – Nov 2023**

- Primary remote solo designer in-charge of the UX and UI Design of a HR employee engagement and gamification software across web, mobile (iOS & Android) and MS Teams.
- Created design language systems to standardise the design across the platforms web, mobile (iOS & Android) and MS Teams.
- Collaborated with developers, QA and stakeholders through sprints to manage the product.
- Initiated and managed pilot projects for clients such as Royal Air Morocco and Schneider Electric and helped improve employee productivity by 14%.

Primary User Experience (UX) and User Interface(UI) Designer | Singapore
Novade Solutions   **May 2020 – Sep 2021**

- Lead a team of 2 for the user experience & user interface design development of iOS, Android and Web application for the building and construction industry. Key in

charge for the ideation, competitive analysis, design and create experiences through wireframes and high fidelity mockups.
- Ensure consistent UX writing and content across the product. Involved in user research, user journey mapping and usability testing. Collaborate with key stakeholders through weekly sprints to manage product design timelines using agile methodology.
- Initiated the creation of design style guide and implemented design language systems to standardise process and improve development sprints.

Senior Interaction Designer, Freelancer | Singapore
Huge Inc   **Jan 2020 – Mar 2020**

- Worked on a transformational digital beauty product, an iOS app for SK II, for managing thousands of beauty counsellors, their managers and their store activities in Japan,China and around the world.
- Involved in ideation and development of the app - UIUX strategies, user persona creation, user journey mapping, usability testing, prototype testing, design thinking via agile methodologies. Created wireframes and user flows for the app.

UX Consultant, Senior Associate | Singapore
Ernst & Young Pte Ltd   **Feb 2019 – Aug 2019**

- Performed user research, conducted user interviews, analysed google analytics, treejack testing, AB testing and worked as a team to develop websites for government and private organisations
- Involved in Digital Consulting: UI/UX strategies, persona creation, user journey mapping, social media, accessibility, security, Govtech DSS, prototype testing, website design, search engines, technology feasibility, design thinking

UX Researcher & Technology Operations Associate | Singapore
Wood Mackenzie Asia Pte Ltd   **Sep 2015 – Aug 2018**

- Sole representative of the team in Asia Pacific region; provide technical and authoring support, deliver training session and knowledge share sessions for globally based Research analysts community
- Proactively involved in a major cross-organisational UX project, 2 years, for replacement of content management systems (CMS). The first launch phase significantly improved user experience for 800+ analysts using the systems.

Product Support Analyst | Singapore
Thomsons Online Benefits   **Jun 2014 – Aug 2015**

- Providing technical support on Darwin (Employee Benefits scheme application) to internal and external users as well as analyze, diagnose and resolve software bugs.

------------------------ EDUCATION AND CREDENTIALS ------------------------

SG United Skills Programme in Digital Marketing (2021 - 2022)
Nanyang Technological University, Singapore

IBM Design Thinking Practioner (2020)

Certificate in User Experience Design Circuit - Online (2018)
General Assembly, Singapore

Certificate in Visual Communication (2017)
Nanyang Academy of Fine Arts, Singapore

Bachelor of Engineering: Electrical and Electronic (2010 - 2014)
Nanyang Technological University, Singapore

PROFESSIONAL REFERENCES AVAILABLE UPON REQUEST