

# Shivani Kannan

Product designer with 3+ years of experience collaborating with teams to craft beautiful, user-centric experiences that achieve business goals.

## Work Experience

---

### **Eightfold AI**, User Experience Design Intern

May 2024 – Aug 2024 | Santa Clara, CA

- Built an AAA-accessible motion design system for the product suite and AI assistant, enhancing efficiency and user retention. Led research workshops, defined human-AI interaction goals, and designed transition patterns, micro-animations, CSS tokens, and developer guidelines.

### **Walmart Flipkart**, Senior Product Designer

Jan 2023 – Jun 2023 | Bangalore, India

- Led EMI payments redesign, boosting conversion by 3% and adoption by 2.8%. Collaborated with CTO, CPO, and cross-functional teams to define product strategy; translated data analytics and research to design a simplified mobile user flow with clear information architecture.
- Established a design system and component library for a premium shopping experience, increasing the conversion of high-affluent users.

### **Walmart Flipkart**, Product Designer 1

May 2021 – Dec 2022 | Bangalore, India

- Shipped 10+ mobile and web platform projects, partnering with product management and engineering, impacting 150 million+ shoppers.
- Introduced a gamified grocery offer unlocking experience, increasing GMV by 1.4% and conversion by 1.1% in the A/B test. Authored PRD, Wireframed, user-tested, and shipped high-fidelity mocks.

### **Godrej Future Factory**, Interaction Designer

Nov 2020 – Apr 2021 | Mumbai, India

- Led visual and interaction design for a healthcare pathology feature enabling multi-tissue analysis on a desktop product, boosting client's B2B sales. Navigated ambiguity from limited user research and coordinated with clients to translate business requirements.

### **WeBeCray**, Contract Visual Designer

Apr 2020 – Aug 2022 | Remote

- Devised brand visual identities and strategies for clients Furlenco, The Nommers, Locally, and Qraft Lighting, enabling business scaling.

## Projects

---

### **AI Conversational Assistant for Lowe's**

Sep 2024 – Oct 2024

- Developed an AI Assistant that provides shoppers with end-to-end personalized assistance at home and in-store.
- Conducted interviews, synthesized user journeys, devised content strategy, wireframed, prototyped screens, and filmed a concept video.

shivanikannan.com

shivanikannan10@gmail.com

678-670-6031

linkedin.com/in/shivani-kannan-81107

## Education

---

### **Carnegie Mellon University**, Master of

Design Interaction Design (HCI)

Aug 2022 – May 2024

### **Srishti Institute of Art, Design and**

**Technology**, Bachelor of Design Visual

Communication and Strategic Branding

Aug 2016 – Sep 2020

## Patents

---

### **LLM and AR-Driven Beauty Product Recommendation System**

## Awards

---

- Led team to victory in Flipkart Hackathon ahead of 170+ teams.
- Led team to victory in Flipkart Design Jam ahead of 50+ teams.
- Awarded Flipkart Above and Beyond Performance Award 2022.
- Awarded Flipkart Teamwork Award 2021.

## Skills

---

- Software: Figma, Sketch, InVision, Unity, Jira, Adobe Creative Suite – XD, After Effects, Illustrator, Photoshop, Premier Pro, InDesign
- Design: UI and UX Design, User Experience, Visual Design, Branding, Prototyping, Design Thinking, Wireframing, Data Visualization, Design for AI, MR, Storyboarding, Mobile Design, Web Design, Desktop, iOS, Android, Conversation Design, Responsive Design
- Research: User Persona, Usability Testing, Participatory Design, Affinity Mapping, Interviews, Focus Groups, Diary Studies, AB testing, Journey Mapping
- Code: HTML, CSS, C#
- Collaboration: Problem-Solving, Leadership, Attention to Detail, Time Management, Agile Methodology, Stakeholder Management