Ashwini Shanbhogue

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Applying for: **UI/ UX DESIGNER**

UI designer with a strong eye for detail and experience creating intuitive digital experiences. Proficient in Figma for wireframing and prototyping, with expertise in Eloqua, SharePoint, and SalesConnect to align designs with business goals. Skilled in collaborating with cross-functional teams to deliver user-friendly, visually compelling interfaces that boost engagement.

CORE STRENGTHS

Effective communicator with a talent for engaging stakeholders in productive discussions. A collaborative team player with a growth mindset, always seeking to improve through ongoing learning and constructive feedback.

TECHNICAL STRENGTHS

Platforms: Oracle Eloqua, Figma, Stensul, ClickUp, Miro, Adobe Creative Suite, SharePoint, Sales Connect, Jira for SDLC bug tracking

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PROFESSIONAL EXPERIENCE

Product Designer at Cisco Systems, Remote.   April 2023 - Present
In my current role at Cisco's **CX: Brand and Creative** team, I am responsible for the ideation, design and development of projects that include website design, responsive design, web pages, emails, newsletters and feature enhancements according to brand standards and industry best practices.

Product Designer for Email Campaigns :
- Worked closely with Journey leads to analyze business requirements, understand target audience and email consumption pattern
- Developed components and wireframes in Figma incorporating auto layout and variables
- Worked with creatives and brand to translate campaign vision to finished product while staying on brand with Cisco.

Product Designer for Sales Connect (Salesforce Platform) :
- Performed website audit for internal Salesforce tool (Sales Connect) and offered strategic recommendations to enhance the site's performance and improve the experience of existing features based on usage data and user feedback.
- Studied and presented our internal design system guidelines to stakeholders at Sales Connect to communicate design vision and goals.
- Developed high-fidelity mockups, prototypes and wireframes, and reproduced the design in Sales Connect working within the limitations of the tool without compromising on the experience and staying true to the Cisco brand identity.

UI Designer for SharePoint and Internal Newsletter :
- Collaborated with product managers, marketing strategist and leadership group to design a consistent and scalable brand identity for emails and newsletters
- Designed newsletter wireframes in Figma to help team visualize UX workflow and feature layouts
- Simultaneously designed team communication site in SharePoint to reflect consistent design template to build brand familiarity

- Designed, created and managed campaigns on Eloqua
- Designed and managed user interfaces for SharePoint web pages

Interaction Designer :
- Designed wireframes and high-fidelity visuals for an internal AI powered tech support tool translating technology capabilities and business objectives into clear and effective visual designs
- Partnered with Cisco's TAC team to understand AI troubleshooting user interface and replicate prototype in Figma
- Integrated the prototype with a demo tool (Walnut.io) to create demo video for live events (Cisco Live, GSX)

ADDITIONAL EXPERIENCE

Product Design Internships at
Parent Network: Jun 2021-Aug 2021;
LeftRightMind: Sep 2021 - Nov 2021;
Volunteer Match: Jan 2022 - Mar 2023

- **Collaborated with Stakeholders and Designers:** Worked closely with stakeholders and design teams at Bay Area start-ups, researching, iterating, and delivering comprehensive web and mobile designs. Emphasized user needs and feedback to ensure a seamless experience
- **Community Building App:** Designed and launched an app fostering community among neighborhood children through interactive activities and games. Grew the user base from 50 to 125 in just 4 weeks, showcasing the app's effectiveness in community engagement.
- **Website Redesign for Local Business:** Conducted thorough research and ideation sessions to brainstorm website redesign concepts for a local business, focusing on improving user experience and modernizing the interface.

CERTIFICATIONS & EDUCATION

UX Academy , Designlab

Masters of Science in Mass Communication at St Cloud State Uni., MN

Bachelor of Engineering at Manipal Institute of Technology, India