

Shiuli Chandra

Senior Product Designer · Design Researcher & Strategist · Service Designer · Design Programme Manager

9+ years | UX · Product · Research · Systems Strategy · Agile Design Management · Agentic AI · Accessibility · Sustainability

chandra.shiuli@gmail.com · [linkedin.com/in/shiulichandra](https://www.linkedin.com/in/shiulichandra) · shiulichandra.com · Bengaluru, India ·

PROFESSIONAL SUMMARY

Senior multidisciplinary designer with 9+ years of end-to-end experience across product design, UX research, design strategy, and systems thinking. Specialist in enterprise platforms, public-sector services, and consumer products, with a demonstrated ability to define design scope, lead agile design management practices, and embed user-centred research directly into the product development lifecycle. Currently completing an M.Design in Design-Led Innovation at Srishti Manipal Institute (2024–2026), deepening practice in complexity design, participatory research, and impact-at-scale strategy. WCAG-certified, AI-fluent, and experienced working cross-functionally with engineering, product, and C-suite stakeholders across EMEA and APAC.

CORE COMPETENCIES

- **Product & UX Design:** End-to-end UX, information architecture, interaction design, responsive design, cross-device UX, design systems, prototyping, wireframing, usability testing, accessibility (WCAG), component libraries
- **Design Research:** Ethnographic fieldwork, participatory research, user interviews, usability observation, secondary research, affinity mapping, journey mapping, persona development, stakeholder mapping
- **Design Strategy:** Systems thinking, service design, design ops, agile design management, sprint planning, design programme management, scope definition, roadmap planning, go-to-market strategy
- **Design Management:** Jira, Confluence, sprint workflow, design documentation, dev handoff, cross-functional team leadership, stakeholder alignment, design governance
- **Tools:** Figma, FigJam, Adobe XD, Illustrator, Photoshop, Lightroom, HTML, CSS, GitHub, Miro, Lovable, Midjourney, Microsoft Copilot, Notion
- **Domain Knowledge:** Fintech / banking, enterprise SaaS, government/public sector, energy, healthcare, NGO/ social impact, e-commerce, sustainability, policy design

PROFESSIONAL EXPERIENCE

Experience Designer AL2 · Publicis Sapient

Dec 2023 – Jun 2024 · 7 months | Bengaluru, India

- **Led MVP design:** Designed and iterated MVP-stage product concepts for government and international healthcare clients, translating complex stakeholder requirements into testable prototypes and reducing brief-to-prototype time through structured design sprints.
- **Cross-functional ownership:** Collaborated with an international cross-functional banking team, reporting directly to the VP of Consulting — owning design delivery from requirements through to handoff while proposing scope improvements that expanded the engagement.
- **AI & strategy:** Developed AI-powered business proposals and pitch decks for a major travel brand and internal growth initiatives, integrating cognitive psychology principles and agentic AI frameworks to strengthen competitive positioning.
- **Impact recognised:** Received two formal recognitions within 7 months — one from an external client and one for internal innovation work — reflecting consistent delivery quality across both client-facing and internal product design streams.

UX Designer (Senior) · Dentsu

Sep 2022 – Dec 2023 · 1 year 4 months | Mumbai, India

- **End-to-end delivery:** Anchored end-to-end UX design for Riyadh Bank's corporate banking workbench across the full engagement duration — onboarded mid-MVP, expanded project scope in collaboration with McKinsey, and delivered a unified platform consolidating 9 legacy tools for relationship managers and CCBO-level executives across Saudi Arabia.

- **Design ops & programme management:** Established the agile design management practice from scratch: defined sprint structure, built Jira workflow, authored Confluence design principles documentation, and introduced design governance processes, creating a repeatable, trackable system that became the operating model for the full project team of 15+ across design, product, and engineering.
- **Research integration:** Introduced post-deployment usability observation as a standard sprint ritual, observing real users in context after each deployment, synthesising findings into actionable design decisions within the next sprint cycle, closing the feedback loop inside the build process rather than at final delivery.
- **Accessibility & IA:** Designed role-based, responsive experiences across a complex stakeholder hierarchy, standardising business rules, reducing cognitive load for relationship managers, and enabling faster decision-making through data-driven dashboard design and information architecture.
- **Broader contributions:** Contributed to PLN Indonesia's national energy infrastructure dashboard and supported business development pitch decks across EMEA markets.

Product Designer 2 · Parallel

Nov 2021 – Jul 2022 · 9 months | Bengaluru, India

- **Policy design:** Led design and research for the IAMAI Indic Language Web Report (sponsored by Google and Meta) — creating a glossary and design pattern library for privacy and consent terms in 9 Indic languages, directly shaping PDPA/GDPR-equivalent legislation design standards for digital platforms in India.
- **User research & testing:** Conducted intensive usability testing with Tier 2 and 3 users across multiple Indian languages, iterating on design patterns to achieve maximum comprehension of complex legal and technical consent terms, producing research documentation that became part of the published policy report.
- **Product design:** Designed Sangeetha Mobiles' responsive website and native application — integrating offline-to-online journey design, data-driven analytics, and gamification mechanics to improve customer retention, onboarding, and B2C conversion.
- **Stakeholder management:** Onboarded a senior designer mid-project, led client meetings independently, and managed developer handoff documentation, demonstrating cross-functional ownership beyond individual contributor scope.

Experience Designer (Freelance) · Self-Employed

Aug 2019 – Sep 2023 · 4 years | Greater Bengaluru Area

- **UX design:** Redesigned UX onboarding flows for CoachPro, improving trainer-client onboarding efficiency through structured journey mapping, process simplification, and junior designer mentorship, delivering design and dev handoff documentation within a 6-week engagement.
- **Accessibility & rapid delivery:** Launched the Sthree Women's Collective website in under 6 hours, designing a multilingual, accessible platform for abuse survivors, volunteers, and philanthropists, with language support added to serve a wider user base.
- **UX audit:** Conducted website audits and implemented UX content strategy for Surya Constructions, identifying friction points and simplifying information architecture to reduce bounce rate.

Apprentice Designer · Fractal Ink

Aug 2021 – Oct 2021 · 3 months | India

- **Gamification & UI:** Implemented gamification mechanics for the Avo (NedBank) super-app under McKinsey engagement, designing seamless user flows and UI components under senior designer supervision, contributing to a platform serving millions of users.

Founder & Creative Director · Shoi

May 2017 – Present · 8+ years | Ooty, Tamil Nadu

- **End-to-end digital:** Launched and owned the complete digital identity relaunch of Shoi during lockdown, designing and implementing the website directly in HTML and CSS via GitHub, achieving top 20% traffic performance on Shopify and growing online revenue by 15% through integrated SEO, photography, and social media strategy.
- **Service design:** Designed the complete customer journey from discovery to purchase, including a customisation reference system enabling co-creation between artisans and buyers, bridging maker and buyer experience end-to-end.

- **Impact:** Collaborated with and financially sustained local artisans during the pandemic through purpose-designed fundraising campaigns, combining social strategy, communication design, and community impact.

Spatial Designer · Kreya Architects

Dec 2020 – May 2021 · 6 months | Coimbatore, India

- **Spatial design delivery:** Delivered 6 residential and 2 commercial spatial design projects, including a 150-year heritage restoration and a retail concept for a high-footfall food brand, managing client briefs, architectural drawings, and material specifications end-to-end.

FREELANCE: COMMUNICATION & BRAND DESIGN

10+ years of parallel freelance practice across brand identity, packaging, publication design, and communication strategy. Key clients include the Fair Internship Initiative (UN report design, LinkedIn/Instagram content), Play Bark Snore Abode (full rebrand), Hillbrew (logo, packaging, B2C retail), and multiple personal brand identities. Work spans report design, editorial layout, social media systems, and visual identity.

EDUCATION

Master of Design, Design-Led Innovation · Srishti Manipal Institute of Art, Design and Technology

June 2024 – July 2026 (in progress) | Bengaluru, India

Specialisation in systems thinking, participatory research methodology, and human-centred design for complex, multi-stakeholder problems. Projects span ethnographic fieldwork in rural Uttarakhand; a life cycle assessment of a handwoven Jamdani silk saree; a UNESCO State of Education Report collaboration; and Unplugged — a documentary storyline and multi-stakeholder business strategy bridging CSR funding and e-waste awareness in Southern India, developed with Inunity.

Exchange Programme: Local Innovation through Interdisciplinary Innovation Processes ·

Linnaeus University, Sweden | July 2025 – January 2026

Bachelor of Design, Interior Design · Woxsen School of Arts & Design | 2017 – 2021

CERTIFICATIONS & CONTINUING EDUCATION

Design & Agile: Agile Project Management · WCAG Accessibility (certified) · Microsoft Copilot Partner Bootcamp · AI Fundamentals

Research & Strategy: Gender Analytics for Innovation · Textiles from the Indian Subcontinent

SELECTED ACHIEVEMENTS

- Scoped and delivered Riyadh Bank's corporate banking workbench in collaboration with McKinsey, consolidating 9 legacy tools into a single responsive platform for relationship managers and C-suite stakeholders.
- Established the first formal design ops practice at Dentsu for the Riyadh Bank engagement, Jira sprint workflow, Confluence documentation, and post-deployment usability observation protocol.
- Led IAMAI policy report design for privacy and consent in 9 Indic languages, directly influencing PDPA/GDPR-equivalent design standards in India, sponsored by Google and Meta.
- Designed and launched the Sthree Women's Collective multilingual platform in under 6 hours, serving abuse survivors, volunteers, and philanthropists with accessible, multi-language UX.
- Received 2 formal client and internal recognitions at Publicis Sapient within 7 months of joining.
- Grew Shoi's online revenue 15% through end-to-end digital redesign, HTML/CSS implementation, SEO, photography, and social media strategy.

ATS Keywords: Senior Product Designer · UX Designer · Design Researcher · Design Strategist · Service Designer · Design Programme Manager · Design Ops · User Experience · Human-Centred Design · Systems Thinking · Agile · Scrum · Sprint Planning · Jira · Confluence · Usability Testing · User Research · Information Architecture · Interaction Design · Design Systems · Accessibility · WCAG · Figma · Prototyping · Wireframing · Stakeholder Management · Cross-functional · Enterprise · Fintech · SaaS · AI · Agentic AI · Sustainability · Policy Design · Indic Languages · PDPA · GDPR · McKinsey · Dentsu · Publicis Sapient