

# SHIULI CHANDRA

Multidisciplinary System Designer & Strategist | UX, Product, Research

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System Designer & Strategist with 8+ years of experience designing enterprise platforms, healthcare concepts, and scalable digital products. Skilled at aligning stakeholder needs, user insights, and business goals to deliver accessible, impactful, and scalable solutions. Experienced working in Agile environments with global cross functional teams and Design Management.

## Experience

### **Freelance: Brand, Communication & Research Designer** 2016 – Present

Delivered branding, UX, research, and communication design for organisations including Dell, Fair Internship Initiative (UN report), Play Bark Snore Abode, Hillbrew, and advocacy initiatives. Designed reports, visual systems, and digital assets to improve clarity, engagement, and accessibility of complex information.

- Strengthened organisational communication through research-driven design frameworks
- Improved user engagement and brand clarity across digital and print platforms
- Supported advocacy, education, and business initiatives through strategic visual communication

### **Independent Artist, Spatial & Visual Designer** March 2010 – May Present

Created multidisciplinary work across spatial design, illustration, photography, set design, and visual storytelling. Delivered commissioned artwork, event set design, architectural visualisation, and communication assets.

- Developed strong visual storytelling and systems thinking foundational to UX and system design
- Applied interdisciplinary approaches to spatial, digital, and experiential design challenges
- Built long-term creative practice supporting innovation and design exploration

### **Publicis Sapient: Consultant (Systems Design, Accessibility, Innovation)** Dec 2023 – June 2024

- Designed MVP concepts and workflows across healthcare, finance, and public sector initiatives.
- Accelerated stakeholder alignment and influenced global platform improvements.
- Recognised twice for innovation and client impact.

### **Dentsu Aegis Network: Consultant & UX Designer** March 2021 – May 2023

- Designed enterprise dashboards and decision support tools for Riyadh Bank and Pertamina.
- Improved executive decision making by simplifying complex data systems and worked on pitch decks and proposals.

### **Parallel – Product Designer** June 2019 – February 2021

- Built multilingual privacy design systems with IAMAI, Google, and Meta.
- Improved onboarding, engagement, and developer handoff efficiency.

### **Shoi – Manager & Communication Designer** January 2020 – December 2022

Led UX redesign and digital strategy achieving Shopify Top 20% performance and 15% revenue growth.

**Fractal Ink - UX Design & Strategy** June 2018 – May 2019

Designed UX flows and gamification features for McKinsey's Avo (NedBank super app) and assisted on business proposals.

## Education

August 2024 – January 2025

Exchange Program: Linnaeus University, Sweden

- Worked with IKEA on product innovation and development frameworks.
- Developed system-based approaches to digital product lifecycle and Digital Product Passport integration.
- Applied systems thinking, service design, and innovation strategy in real-world business contexts.

July 2024 – May 2026 (Present)

Master of Design, Design-Led Innovation: Srishti Manipal Institute

- Focused on systems thinking, design research, innovation strategy, and sustainable product development.
- Applied research methodologies including ethnography, lifecycle analysis, and strategic design.
- Developed interdisciplinary approaches to solving complex organisational and societal problems.

August 2016 – May 2020

Bachelor of Design, Interior Design: Woxsen University (Distinction)

- Studied spatial design, product development, communication design, and visual systems.
- Graduated with distinction and served as Vice President of the Student Council.
- Developed strong foundations in design thinking, visual communication, and interdisciplinary design.

## Skills

Systems Design · UX Design · Product Strategy · Service Design · Accessibility · Research · Agile Project Management · Stakeholder Alignment

## Tools

Figma, Adobe CC, Jira, Confluence, Miro, Sketch, R-Studio, Blender, AutoCAD, GenAI tools