

# SHIVANI AGARWAL

Designer

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## Summary

I am a UX/UI and Interaction Designer with a strong foundation in user-centered design, digital experiences, and visual storytelling. With expertise in research-driven design, prototyping, and full-stack development, I create intuitive, engaging, and accessible products that enhance user satisfaction and business impact. My multidisciplinary background in branding, visual design, and marketing allows me to approach challenges holistically, blending creativity with data-driven decision-making. Passionate about the intersection of design, innovation, technology, society, and human behavior, I thrive in fast-paced environments where I can collaborate cross-functionally to craft impactful digital experiences.

## Skills

**Core Skills:** UX/UI • Visual Design • Product Design • CX • Interaction Design • Responsive Design • User Interfaces • Landing Page Optimization • Interactive Prototypes • Usability Testing • User-centric solutions • A/B Testing • Stakeholder Interaction • AR/VR • Graphic Design • Layouts & Grids • Color Strategy • WCAG compliance • Design Thinking • Ideation • Research • Trend Forecasting

**Soft Skills:** Adobe Creative Cloud • Figma • HTML • CSS • JavaScript • Git • Python • Django • Arduino • Meta Spark AR • Microsoft

## Experience

### Multidisciplinary Visual Designer & Strategist

2021 - Present

Collaborated with diverse clients to provide tailored design solutions across the **Business's Development, UX/UI, Graphic Design, and Marketing** briefs. Delivered end-to-end creative projects, including design systems, interactive web design, brand identity, and print and digital marketing collaterals.

### Sampatthi Real Estates

*Brand and Marketing Executive*

Hyderabad, India  
2024 - Ongoing

Sampatthi Real Estates is a leading real estate investment and management company

- **Brand Design System:** Led the creation of the company's entire brand design system, including the development of the logo, color scheme, and brand guidelines, ensuring cohesive visual identity across all platforms and marketing materials. Designed over 10 iterations of the logo using Adobe Illustrator, achieving stakeholder approval within three revision cycles.
- **UX/UI :** Spearheaded the design and development of the company website utilizing HTML and CSS principals for responsive design and ensuring engaging visual appeal and seamless functionality. Analyzed and optimized web activity, driving a 32% increase in page engagement in just one month. Applied SEO best practices to enhance site visibility and improve overall user experience.
- **Campaign Design, Strategy & Execution:** Managed Meta ad campaigns with a strong focus on cost-effective strategies, achieving a highest CTR of 2.93% with a minimal budget. The use of Adobe After Effects for dynamic ad creatives helped maintain an impressive average sales conversion rate of 15% - 20% in a highly competitive industry.

### Emmera

*Store Merchandising Assistant*

Hyderabad, India  
2022 - 2023

Part time role at a newly launched high-end multi-designer boutique

- **Trend Analysis:** Conducted regular research into industry trends and consumer behavior, providing actionable insights to update the store's product selection and merchandising techniques, keeping the brand competitive and trendy. Regular reports on this was a huge factor in the store seeing early success.
- **Customer Engagement:** Interacted with customers to gather feedback on store displays and shopping experience, ensuring that product placements resonated with target audiences and aligned with their expectations.
- **Merchandise Planning & Display:** Collaborated with cross-functional teams to design and set up attractive store displays that highlighted the store's unique product offerings.

### Suhani Pittie

*Marketing Associate*

Hyderabad, India  
2020 - 2021

A lifestyle designer enlisted by the World Gold Council as the 10 most inventive jewellery designers in the world.

- **Fashion Campaigns:** Conducted research into emerging industry trends and analyzed consumer insights, helping to refine for four lifestyle brands under the designer, including her internationally acclaimed namesake label Suhani Pittie.
- **UX/UI:** Worked in cross-functional teams to create, launch, and consistently improve multi-channel digital materials and standardized assets, resulting in direct impact on an increase in engagement and sales.
- **Business Development:** Conducted market research to provide senior management with actionable insights into new expansion opportunities for the brands, exploring and connecting with various channels.

### Olive Bar and Kitchen

*Marketing Executive*

Hyderabad, India  
2019 - 2020

Olive Group is an award winning, Pan-India leading hospitality business, operating over 35 venues since 2000.

- **Graphic Design:** Developed and designed digital marketing campaigns, contributing to a significant increase in restaurant awareness and customer engagement.
- **Venue Design:** Organized successful seasonal and weekly events and promotional activities, leading to massive increase in foot traffic and momentum around the venue in the city.
- **Social Media Management:** Managed and photographed daily social media posts and stories, including imagery and copy, growing follower base by 34% during my tenure.

## Education

### IED Istituto Europeo di Design, Barcelona, Spain

2023-2024

**Masters in Interaction Design (Won Scholarship on Tuition Fees)**

### Nottingham Trent University, United Kingdom

2016-2019

**BA (Hons) Fashion Communication and Promotion**