

SHUBHANGANA SINGH

PRODUCT DESIGNER

A mindful UX designer with 3+ work experience. Currently working with Walmart, in Supply chain, Catalogue and SRE (Site Reliability Engineering) verticals where I design solutions for Walmart’s own associates for them to work efficiently and in an optimized manner.

Professional Experience



UX Designer III

Walmart Global Tech India July 2022-Present

1. GIF (Global Integrated Fulfilment) | Supply Chain

It’s an associate facing application that guides and help them to fulfil all online orders. It aims to enable best-in-class order fulfillments from store, with high Pick Rates and least Customer Wait Time on handoff of orders.

- BYOD GIF** | spearheaded the effective migration from TC devices to Samsung XCover Pro- designed a seamless experience for the new BYOD version
- resulted in the reduction of **wait time ~18%** and increased **Pickrate**.

Exception Management | optimized the workflow of handling (pick and unpick) exceptions by associates **from 10-14 mins/exception to ~5 mins/exception and increased the OTP (On Time Pick) for orders with exception from 95% to ~96%**

Expiry date guidance | reduced ~ \$9.8 M annual past expiration returns by introducing an in-app expiration date feature

2. Event One | Catalogue

A new product which will serve as a central interface for creating and managing Walmart’s both annual and non-annual events across the year and also seamlessly integrating the pre-and post-purchase applications.

- designed an end to end experience **reduced the time to create an event by ~50%**, has the capability to **cater to ~1600 events (200% more)**
- envisioning the expansion to cater to other users involved with an event journey
- conducted UX research and designed end-to-end product
- optimized the fragmented user experience by focusing on platform first approach

3. Walle and Event One | Catalogue

- A content validation platform for Walmart website
- streamlined the vision and design solution for end-to-end platform resulting in reduced AHT by **~75%**

4. Store Hub | Site Reliability Engineering (SRE)

A single platform for core SRE and ops engineers to quickly monitor and resolve any anomaly which is detected in order to efficiently run all clinics, pharmacies and opticals.

- streamlined the vision and design solution for end-to-end platform utilizing artificial intelligence
- created an experience which can be used as a template for other SRE-facility platforms



UI/UX Designer

La Vie Design Studio March - April 2022

Worked on three projects

- E-commerce website and productivity mobile application- MVP
 - created wireframes focused on user experience based on the research provided
 - crafted the visual design system and designed high fidelity designs and built working prototypes
- Timesheet for a SaaS company. Worked on the project from the scratch.
 - conducted research and performed competitive analysis
 - created low fidelity wireframes focusing on enhancing user experience
 - crafted visual design system for high fidelity designs and built working prototypes



Product Design Intern

Lifespark Technologies Pvt. Ltd May - Sept 2021

Part of the team that worked on **WALK** - a physical product that reduces freezing of gait, slowness and falls in Parkinson's Disease.

- Redesigned the form, performed material search, and defined the user experience along with planning and performing the usability testing

Design portfolio

Behance

Contact me

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Awards

Patent filing in process

Walmart Global Tech 2024

3 times SparkTech paper finalist

Walmart Global Tech 2023, 2024

ICoRD 2023 finalist

Research paper titles *Menstrual pad and its packaging for people with one-hand function* 2023

Bravo award

Walmart Global Tech 2022

Education

M. Des

Shiv Nadar University 2020-2022

M.A. Political Science

Dyal Singh, IGNOU 2017-2019

B.A. (Hons) English

Kirori Mal College, DU 2014-2017

Certifications

Modern Applied Psychology (Diploma)

Udemy 2021

Certificate in Google UX Design

Coursera 2021

Software skills



Figma



ProtoPie



Blender



Adobe Xd



Photoshop



Illustrator



Premier Pro

Design skills

User research, Persona mapping, Journey mapping, Heuristic evaluation, Design strategy, Information architecture, Design systems, User flows, Task flows, Visual design, Web design, Mobile design, Prototyping, Usability testing, Data visualisation, Storey-telling, Presentation

Soft skills: clear and effective communication, collaboration with team members and stakeholders, empathetic, flexible for adapting to changing requirements and working harmoniously with others, strong problem-solving skills, active listening aids in gathering feedback and improving designs, negotiation and persuasion skills are key for advocating design choices and finding common ground with stakeholders