

# SHUBHANGANA SINGH

[shubhanganasingh.work@gmail.com](mailto:shubhanganasingh.work@gmail.com) | [LinkedIn](#) | [Portfolio website](#) | [Behance](#)

A mindful UX designer with a passion for creating seamless experiences. For the past few years, I've been weaving my magic at Walmart, crafting innovative solutions in AI Ops, Supply Chain, Catalogue domain.

## EXPERIENCE

### 1. Walmart Global Tech India July 2022–Present UX Designer III

#### AI Ops (now MIHU- May I Help You) | Catalogue

*It is a chatbot configuration platform designed for Ops teams across various operational products.*

- Sole designer for AI Ops, a no-code chatbot orchestration platform enabling Ops teams to build, test, and launch chatbots without engineering support.
- Delivered a platform that **reduced resolution time by 75% (from 57 hrs to 14 hrs), saving 400+ hours and 56 hrs MTTR** across teams.
- Defined the product vision, designed user flows, and implemented a phased approach to overcome technical constraints, enabling scalable automation.
- Collaborated closely with engineers to translate rough sketches into a usable, efficient platform, empowering teams with clarity, speed, and autonomy.

#### GIF (Global Integrated Fulfilment) | Supply Chain

*It's an associate facing application that guides and helps them to fulfil all online orders. It aims to enable best-in-class order fulfillments from the stores, 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 Pick Rate.
- **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

#### Event One | Catalogue

*A new product which will serve as a central interface for creating and managing Walmart events across the year and also seamlessly integrating the pre -and post-purchase applications*

- **92.92% reduction in time for event creation (from 120 mins to 7-10 mins)** by focusing on efficiency-focused enhancements reduced manual communication and data handling.
- Became possible to handle **1600+ events** in FY25 as compared to ~500 events in FY24 without the platform.
- conducted UX research and designed end -to- end product
- optimized the fragmented user experience by focusing on platform first approach

### 2. La Vie Design Studio Mar–Apr 2022 UI/UX designer

#### **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

### 3. Lifespark Technologies May–Sept 2021 Product design intern

#### **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

## EDUCATION

1. **Masters in design** | Shiv Nadar University 2020–2022
2. **Master of Art in Political Science** | IGNOU, Dyal Singh college 2017–2019
3. **Bachelor of Art in English honours** | Delhi University, Kirori Mal college 2020–2022

## RECOGNITION

1. **ICoRD 2023 finalist** 2023 Research paper titled *Menstrual pad and its packaging for people with one-hand function*
2. **3 times SparkTech finalist** 2023, 2024 Walmart Global Tech
3. **Bravo award** 2022 Walmart Global Tech

## 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, Storytelling, 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