

# DEEPSHIKHA

USER EXPERIENCE & SERVICE DESIGNER



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 [Deepshikha's LinkedIn Page](#)

 [Deepshikha's Portfolio](#)

## PROFILE

"As a seasoned product designer with over 6 years in the service industry and a master's in design and technology, I offer a unique fusion of expertise in **service design, UX/UI, and testing**, complemented by strong organisational and communication skills. A passionate advocate for **diversity, equity, and inclusion**, I proudly contribute as a core member to Designit's **Do No Harm in Design** Framework, ensuring ethical and inclusive design practices."

## SKILLS

- Proficient in user-centered design principles.
- Experienced with design systems.
- Knowledgeable in accessibility standards and Design Operations.
- Skilled in Sketch, Figma, Figjam, Adobe XD, Miro,
- Successful collaboration with cross-functional teams.
- Strong communication and presentation skills.
- Experienced with coding and testing software.

## EXPERIENCE

6 PLUS YEARS

### UX/UI & SERVICE DESIGNER

Designit - A Wipro Company

Clients : Aviva Bank, Nokia, Cynergy Bank, BP, NSE, Llyods Bank  
2019 - Present

- Added effective automation to reduce FTE(full-time employee) and **boost NPS for pensioner journey** at Aviva Bank, UK, using service design and strategic interventions.
- Collaborated with Cynergy to **refine the banking experience** through a website revamp validated by positive user testing.
- Led **DevOps implementation** at Nokia, fostering improved collaboration, accelerated delivery, and elevated software quality.
- Increased user adoption by **redesigning BP's smart search engine** interface.
- Developed a thoughtful **"do not harm" framework**, guiding designers on ethical, accessibility, privacy, inclusion, and sustainability considerations.

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## EDUCATION

### MASTERS IN HUMAN CENTERED DESIGN

Srishti school of Art Design and  
Technology  
2016 - 2018

### MASTERS OF SCIENCE IN INFORMATION TECHNOLOGY

Ruia College  
2012 - 2014

## AWARDS

- Top 15% globally in Uxcel's interaction design assessment.
- Designit certification for commendable contributions to projects and more.
- Distinction in Dynamic User Experience course from Interaction Design Foundation(IDF).
- Certificate of Commendation for Excellence in thesis project by Srishti.
- Best Interactive Design project on Smart textiles recognized by Politecnico di Milano and CNSAS, Italy.
- Second place in Topcoder competition for best UX solution.

## EXPERIENCE

### UX/UI DESIGNER

Robert Bosch

Clients : Robert Bosch

May 2017 - July 2017

- Elevated the recruitment experience at Bosch through a user-centric web platform and digital manual.
- Engaged in comprehensive UX research, client collaboration, and hands-on design and prototyping for impactful solutions.

### SOFTWARE QUALITY ANALYST

Rethinking Web

Clients : NHS

2014 - 2015

- Executed different testing methodologies for app and web platforms as NHS's software quality analyst.