

SHIVAANI MATHAN KANDASAMY

Associate UI/UX Designer

Designer with a software engineering background, combining design and technical thinking to solve complex product problems. Experienced in user research, interaction design, visual design, prototyping, usability testing, and stakeholder communication across **telecom, fintech, e-commerce, and insurance**.

PROFILE SUMMARY

- Accumulated **over 4 years** of comprehensive experience in the **IT sector**, focusing on user experience **design and application development**, with a proven track record of delivering high-quality digital products that meet user needs and business objectives.
- Currently working as an **Associate UI/UX Designer at Lollypop Design Studio**, contributing to **product design initiatives** across multiple digital products, collaborating with developers, project managers, and clients to translate requirements into thoughtful and usable experiences.
- Experienced across the product design process, including user research, information architecture, user flows, wireframing, interaction design, high-fidelity UI, prototyping, usability testing, and **presenting design rationale and design decisions to stakeholders**.
- Having a strong technical foundation from **nearly 3 years of Software Development experience at Accenture**, working on e-commerce platform encompassing **both front-end and back-end technologies**, providing a practical understanding of how interfaces connect with application logic and underlying data.
- Established **exceptional leadership and communication skills**, effectively guiding teams through complex design challenges and fostering a collaborative environment that encourages creativity and innovation.
- Possess in-depth knowledge of **design methodologies and tools**, including Figma and Adobe XD, enabling the **creation of visually compelling and functional interfaces that enhance user interaction and satisfaction**.
- Skilled in **creating responsive, mobile-first designs** with a focus on accessibility (WCAG 2.0) and seamless cross-platform compatibility.
- Proven track record of improving **user engagement, retention, and conversion rates** through optimized user interface (UI) and user experience (UX) design strategies.
- Experience with **Agile methodologies**, facilitating continuous feedback and iteration to align design and development with evolving user needs and business goals.

EXPERIENCE

Associate UI/UX Designer

Lollypop Design Studio



Oct 2025 - Present



Chennai, India

Stack & Tools: UI/UX design, Figma, Notion.

PROJECTS

ACT Fibernet

Vero Moda

Jack & Jones

Selected

Poonawalla

Royal Sundaram

- ACT Fibernet:** Designed Network Insights, Conversational AI experiences by collaborating with ACT's engineering team to understand available network and usage data, translating it into meaningful user-facing insights. Along with other flows like Plan screens, widgets etc.,
- Vero Moda:** Designed the complete website UI, transforming template driven e-commerce experience into a more refined, visually cohesive, and usable fashion shopping experience.
- Poonawalla Fincorp:** Designed loan servicing journeys, simplifying complex financial workflows around repayment, foreclosure, and account management.
- Jack & Jones / Selected:** Designed key e-commerce experiences including home, mega menu, PLP, PDP, and cart, balancing brand expression with product discovery and shopping usability.
- Royal Sundaram:** Designed Insurance details page, making it easily understandable for users to take decisions.

PROFILE SUMMARY



Phone

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Portfolio Link

<https://shivaani.design>



LinkedIn

<https://www.linkedin.com/in/shivaani-mathan-kandasamy>

CORE COMPETENCIES

- User & Human-Centered Design
- Wireframing & Prototyping
- Interaction & Visual Design
- Information Architecture
- Usability Testing
- User Journey Mapping
- Persona Creation
- Design Thinking & Problem Solving
- Agile & Scrum Methodologies
- Version Control
- Continuous Integration & Development
- Cloud Platforms

TECHNICAL SKILLS

- UI/UX Design Tools:** Figma, Adobe XD
- Web Technologies:** HTML, CSS, JavaScript.
- Development Framework:** React JS
- Design Principles:** Responsive Design, User-Centered Design, Mobile-First Design, Design Thinking.
- Digital art tools:** Adobe Fresco, Procreate.
- E Commerce Framework:** HCL Commerce
- Version Control:** Git, Git Hub.
- Database Technologies:** Oracle SQL
- Cloud Technologies:** AWS.
- Generative AI Tools:** Claude, ChatGPT, Gemini..
- Project Management:** Agile, Scrum.
- Collaboration Tools:** ADO Boards, Jira, Confluence, Notion.

CERTIFICATIONS

- AWS Certified Cloud Practitioner**

TRAINING/COURSES

UI/UX Design Certification,
Lollypop Design Academy

Feb 2024 – Aug 2024

- Gained hands-on experience in user research, journey mapping, wireframing, prototyping, and usability testing.
- Built strong foundations in human-centered design, visual hierarchy, accessibility, and interaction design.
- Created responsive UI designs using Figma for web and mobile platforms.
- Applied design thinking and storytelling to craft intuitive, user-friendly solutions.
- Collaborated on team-based projects simulating real-world client environments.

Application Development Analyst

Accenture

📅 Sep 2022 – Jun 2025 📍 Chennai, India

Growth Path:

Application Development Analyst (Dec 2024 – Present)

Application Development Associate (Sep 2022 – Dec 2024)

Project: Caterpillar INC.

Stack & Tools: UI/UX design, Figma, React JS, Java, Oracle SQL, HCL Commerce, ADO boards.

- Led design and development efforts on the Checkout & Payment modules, delivering a secure, intuitive, and conversion-optimized customer experience.
- Resolved 200+ cross-functional issues across web and mobile platforms, improving performance, functionality, and user satisfaction.
- Applied design thinking and agile methodologies to align digital experiences with evolving business objectives and customer expectations.
- Implemented robust security protocols, safeguarding user data and ensuring platform resilience, compliance, and trust.
- Documented technical processes, accelerating team onboarding, knowledge transfer, and collaboration across development cycles.

EDUCATION

B.E, Electronics & Communication Engineering

SRM Easwari Engineering College (Anna University Affiliated)

📅 2018 – 2022 📍 Chennai, India

CGPA - 8.53

PERSONAL DETAILS

Location: Chennai, India

Languages Known: English, Tamil, Hindi, Telugu.