

# SHRUTI DIXIT

USER EXPERIENCE PRODUCT DESIGNER • PRODUCT STRATEGIST • 8+ YEARS EXPERIENCE

## CONTACT

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## SKILLS

Product/UX/UI Design • Web & Mobile App Design • Product Strategy • Figma • Sketch • Adobe XD • Invision • AI-integration • Wireframes • Prototypes • Human-center Design thinking • User Research/Testing/Metrics • Familiar with HTML/CSS • User Flows • G-Suite

## EDUCATION & ACTIVITY

Cal State University,  
East Bay  
January 2017

### BS in Business Admin

UC Berkeley Ext.  
April 2019

### UX Professional Certification

General Assembly  
February 2020

### Front End Dev Certification

Parsons School of Design  
November 2023

### Creativity and AI Specialization, Coursera

## PROFILE

Currently, I design multifaceted interfaces for a core vertical at US Bank and craft AI-enhanced user experiences that promotes personal well-being at hpy. My work is driven by curiosity and inspired by my grandfather's passions in civil engineering. My lifelong exposure to diverse art forms, enables me to empower individuals, leverage my strengths and build robust web and mobile designs. As a contributor to strategy and vision, I collaborate closely with product and research.

## EXPERIENCE

Product Designer, US Bank

### September 2022 - Present

Enhanced design of core platform and various tools for ops and users (Unified Onboarding initiative) across various business lines partnering with research, PM, upper management, research, AI ly, ENG and content to inform, define and evolve product roadmaps. Ensured the strategy, vision, designs and prototypes fit within the US Bank Shield design system in an agile framework.

Director of Product Design, hpy

### November 2020 - Present

Director/Lead UX/Product Designer trusted by our Founder and stakeholders to strategize product vision, mission and feature builds, utilizing and incorporating AI-driven tools, such as ChatGPT, and research to enhance our user experiences, and streamline design/ENG processes and platform tools, for both desktop (enterprise available/PRO) and mobile experiences (React native).

Product Designer, Uber

### November 2021 – July 2022

Within Uber's Innovation sector, worked on a team of two, designing for new verticals within the rider design team – Trains/Coach (Uber Tour/Travel) recently launched 2023 in UK market. Enhancing the Uber platform experience with integrated features to make a user's travel experience seamless, all within one app.

Visual Designer, Financial Technology Partners

### January 2018 – December 2021

Led high-impact product design and design systems initiatives, promoted consistency across brand aesthetics and facilitated design process and culture (internal and external) firm-wide through collaboration with management, stakeholders and the dev team. (Lead design initiatives worth over \$1-3B)