

Shailendra Singh Nohwar

Sr.Experience Designer



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A Digital Strategist, Creative leader, User Experience & Product Designer passionate about coming up with meaningful solutions in the form of usable and simple interactions using human-centered design. A strong believer in Lead by Example. Mostly found myself standing at the crossroads of user research and visual designing, loving the push and pull between the two. Effectively managing alliance between business stakeholders, design & development teams. I thrive working in agile environments with multidisciplinary teams and wearing multiple hats in different stages of creative development from concept to product launch. I have a natural instinct for user centered design and hands on expertise in design execution, design thinking, planning, product strategy, information architecture, wireframing, user research, conceptualization, visual design and testing.

EXPERTISE

Product/ Design Thinking
Continuous Collaboration
Interaction & Visual Design
Leadership & Team Building
Complex Problem Solving

Branding & Design Systems
Rapid Prototyping
Agile UX
Mobile & Web Apps.
Employee/ Customer Experience

Information Architecture
Wireframing & User Flows
User Persona & User Empathy
Heuristic Evaluation
Workshop & Collaboration

EXPERIENCE



TATA Consultancy Services

Nov 2021 – Present

Sr.Experience Designer

Being part of BFSI unit at TCS, I am working for our customer providing comprehensive wealth management platform for financial advisors. My role demands ability to apply critical thought process and quick problem-solving skills for design implementations as well as incorporate best user experience design principles to achieve business and user goals. I work closely with senior management, engineers, product owners and content strategist to solve complex problems and validate design thinking. Adapted a design process that includes wireframes, interactive prototypes, sitemap, UI components, assets and style guides in Sketch/ Figma to illustrate designs.



GENPACT LLC (USA)

Apr 2016 – Nov 2021

Senior Delivery/ Project Manager – Experience Design

I was responsible for building and maintaining on-site client relationships in managing design and development projects while managing global teams of skilled UIUX professionals. Building company Intranet portals, desktop/mobile applications and corporate communication solutions. Concurrently leading multiple projects in an Agile environment with intuitive, clean and user- centric design solutions. Working closely with journey stakeholders, product owners, architects and developers to ensure business requirements and user needs are properly met and communicated. Ensuring effective customer relationship and exceeding the expectations in terms of budgeting, scoping, execution, Quality & compliance.



GENPACT (INDIA)

Jan 2005 – Mar 2016

Project & Functional Manager – UI UX

Managed various GE businesses and few others as a UI UX Specialist for their corporate Portals, websites, eLearning modules, desktop and mobile based applications. Created the user research strategy for customer alignment. Information Architecture, branding, creative services, and overall web/application UI design. Hired and managed a team of highly creative and skilled designers and developers.



GE

Oct 2004 – Dec 2004

Consultant – Design & Development – Content Solutions

Worked with the team of highly creative designers as well as programmers and collaborated for various learning and Marcomm deliverables comprising of corporate training modules, product launch kits, audio-visual presentations, corporate communications etc. Recognized internationally in the e-learning industry by prestigious names like - Omni Intermedia awards, USDLA, and Brandon Hall

EDUCATION & CERTIFICATIONS

JustFares.com

Sep 2002 – Sep 2004

Manager – Web Design

Managed the design team working for various web projects of the company and their external customers. Worked on creating information architecture, user flows, low/ hi-fidelity mockups. Strategizing and improving the process for meeting the critical success factors – Quality, Schedule, and Productivity.

- Enterprise Design Thinking Practitioner – IBM
- CUA (Certified Usability Analyst) Year 2013 – HFI (Human Factors International)
 - User-Centered Analysis & Conceptual Design
 - The Science & Art of Effective Web & Application Design
 - Practical Usability Testing
 - Putting Research into Practice
- Certified Scrum Master – GENPACT
- Green Belt trained and tested
- LEAN trained, tested, and certified
- Web Design & Development – Combbit Masters of Web
- Bachelor of Arts – Delhi University
- Commercial Arts – 3 Years program



SKILLSET & HANDS-ON PROFICIENCY

TOOLS & TECHNOLOGY

Figma
 Miro
 Sketch
 InVision
 Adobe CC Suite
 Axure
 Setup/ Manage Design System
 Balsamiq
 HTML/ CSS
 JIRA, RALLY, Trello
 iOS, Android

TEAM SKILLS MANAGED

UI UX Design
 Agile/ SCRUM, LEAN UX
 Front End Development
BackboneJS, AngularJS, ReactJS, HTML, CSS, JavaScript, JQuery, Bootstrap, Material Design, iOS, Android mobile development
 Content Management System (CMS)
APTRIX, VIGNETTE, SharePoint
 SEO & Web Analytics
 Market Research
Confitmit (Survey Creation Application)

MANAGERIAL & PERSONAL SKILLS

Product Strategist	Team Management
Scrum Agile Framework	Open Communication
Planning & Reporting	Quality Conscious
Project Management & Execution	Attention to Details
Drive Process Improvement	Mentor
People Management	Lead by example
Timed Approach	Team Player
Individual Contributor	

OTHER INTERESTS

I spend time with family and friends, taking [photos](#), and play local [soccer](#) leagues