



# Shubham Tyagi

## Product Designer

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### Experience



#### Makemytrip / Ux Designer

March 2024 - PRESENT • Internship

- Collaborate with cross-functional teams including product managers and developers to translate business requirements into compelling UX designs that enhance the travel booking process.
- Design intuitive user interfaces and experiences for Makemytrip and goibibo digital platforms, ensuring seamless navigation & user satisfaction
- Implement design improvements that led to a 15% increase in user engagement and a 10% boost in cross-sell conversions.



#### TechMatys / Ux Designer

Feb 2023 - Feb 2024 (1 year)

- Received hands-on experience in translating ideas into intuitive interfaces, strengthening the ability to create effective, user-centric designs.
- Contributed to creating user-friendly platforms, improving user experience and satisfaction.
- Analyzed user feedback and behavior metrics to iteratively refine designs, resulting in reduction in user error rates.



#### SpeakX / Motion Graphic Designer

Aug 2021 - Aug 2022 (1 year)

- Developed engaging motion graphics for mobile apps, enhancing user interaction and app storytelling.
- Created dynamic social media content, optimizing visuals for various platforms to boost audience engagement.

#### Certificated course:

Google, Course era | 2022  
Foundations of User Experience (UX) Design

<https://www.coursera.org/account/accomplishments/verify/S5FK79MB6U2D>

### Education

#### DIT University

##### Master's in design UX

2022-2024

GPA: 8.3

#### Graphic Era Hill University

##### Bachelor's in mass Communication

2018-2021

GPA: 8.4

### Skills & Languages

#### Skills:

User flows · Wireframes · Prototyping · Design System · Problem Solving · Usability Testing · Product Thinking · Motion Design · Micro intractions

### Projects

#### Designing Occasion Theme / Makemytrip

2024

#### Design guidelines for colorblind / Personal project

2023

### Hobbies

Documentaries, Photography, Dance, Travel, Cinematography