

# NADIA SHIWPRASAD

PRODUCT DESIGNER WITH 6 YEARS OF EXPERIENCE

## EXPERIENCE

### Senior Product Designer, Payments | Royal Bank of Canada

SEPT 2022 – CURRENT, TORONTO, ON

- Identifying payment processing feature development to support the \$13 Billion HSBC acquisition
- Leading the UX/UI design for business banking payments transfers
- Implementing and creating design patterns, documentation standards and agile processes for design team and development to improve product quality and design changes
- Working with research, financial advisors, content, marketing product teams and business to create scalable payment order
- Prototyping and test design reviews of workflows with product owners, design leads, fraud prevention, risk and legal to gather regulatory requirements

### Staff UX Designer | Vector Studios Inc.

MAY 2018 - CURRENT, TORONTO, ON

- Collaborating with enterprises to define project constraints, budget, goals, technical requirements and KPIs
- Conducting data analysis on qualitative and quantitative research to create an engaging and data-driven product experience
- Conducting usability testing and editing design concepts to ensure they meet user needs, reflect the brand and increase engagement
- Using design software to deliver high-quality design solutions including prototypes, wireframes, design systems ready for shipping

### Product Designer, Investments | Univeris Corp.

NOV 2021 – SEPT 2022, TORONTO, ON

- Leading the design experience of wealth management software
- Created a scalable design system to create consistent strategy
- Hosting design reviews with tech leads, POs and stakeholders
- Creating journey maps to uncover opportunities and pain points
- Designing prototypes and presentations for client shareback

### Conversation Designer, FAQ Chatbot | Bell Canada

MAY 2021 - NOV 2021, TORONTO, ON

- Leading conversation writing and development process of enterprise artificial intelligence
- Using critical thinking and data visualization to map out the customer journey for complex use cases
- Working cross-functionally with Data Science team during machine learning process
- Using user testing to define edge cases, fallback responses and utterances with developers, service agents and POs
- Using enterprise software to conduct unit testing to catch bugs and defects during production

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Cambridge, ON, Canada

## SKILLS

UI/UX Design, Content Design, Wireframing, Product Design, User Interface, Agile Methodologies, Enterprise SaaS, Visual Design, Design Thinking, User Research, Mobile Applications, Web, Atomic Design, Personas, User Stories, Product Lifecycle, Data-Driven Design, Competitor Analysis, Product Strategy, Interaction Design, Microservices, Financial Technology, QA, Rapid Prototyping, A/B Testing, User Testing, Android, iOS, Accessibility Standards (AODA, WCAG)

## SOFTWARE

Figma, Sketch, Adobe XD, Zeplin, Framer, MS Visio, Microsoft Office, Adobe CC

## PROFILE

I'm a Product Designer with 6 years of experience understanding how product design can impact user behaviours and habits.

## EDUCATION

**BrainStation | Diploma, User Experience Design**

JUN 2020 - SEPT 2020, TORONTO, ON

- Females in Technology Scholarship Recipient

**Ryerson University | BaDes, Fashion Communications**

SEPT 2013 - APR 2017, TORONTO, ON

**Certified SAFe → Agilist**

JUNE 2023