Inclusive Design

Bangalore, India







User Experience Designer

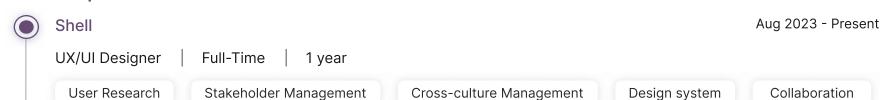
Navya Joshi

About Me

I am a passionate UX designer with a strong background in user research, ideation, and rapid prototyping. With experience in leading design thinking workshops, developing Al-driven solutions, and enhancing digital accessibility, I excel at creating user-centric designs that drive business success. My work at Shell has been recognized with awards and has significantly improved user experience and efficiency. I thrive in collaborative environments, working closely with cross-functional teams to deliver innovative and inclusive products. My goal is to empower users through intuitive and beautiful design, ensuring accessibility and usability for all.

Work Experience

Digital Accessibility



 Led a 4-part design thinking workshop series for Marine Technical Services, strategising a roadmap to achieve a \$20M capability at Shell, recognised with a Special Recognition Award.

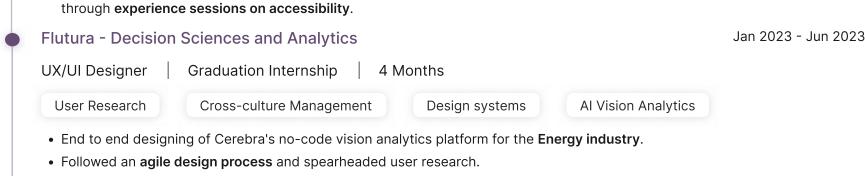
Product Strategy

- Designed a 2-D Al image analysis proof of concept by defining user flows, closely working with product managers and developers, reducing Technical Managers' working time by 50% and achieving quicker feedback for Marine Engineers, enhancing overall user experience and efficiency of the solution.
- Enhanced the scaled consumer-facing application of Shell Marine LubeMonitor's components to align with WCAG 2.0 guidelines and Shell Brand standards by integrating the Shell Design System, improving workflows, accessibility, and user interaction during the agile delivery process.
- Spearheaded user research, created personas, and defined customer journey maps, enabling a user-centric approach for feature releases and improving product usability across different platforms like web and mobile.

• Built interactive personas prototype for Shell's upstream project, Petrosigns, collaborating with senior designers to enhance

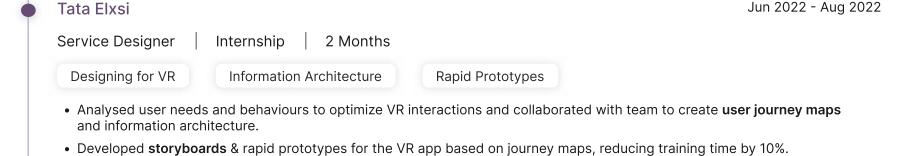
• Delivered a presentation on Visual Voices as a part of Young Shell India, helping members improve presentation skills across

- a user-centric approach across stakeholders throughout the product development lifecycle.
- Led Design Quest workshops with designers from different disciplines, increasing project involvement and designer engagement, promoting design thinking.
- Shell, enhancing communication and collaboration. • Refined search engine results for Shell's internal SEO project - Shell Unified Search, improving user analytics and search
- results, enhancing information accessibility. Advocated for digital accessibility, prioritizing WCAG 2.0 guidelines in products across Shell, promoting inclusive design
- through experience sessions on accessibility.



User Centered Design

- Cross-Culture management between industry & academia to research for Al vision solutions.
- Contributed to a consolidated library to refine UI standards following the WCAG guidelines for accessibility & scalability to create three distinct product verticals which reduced the design time by by 30%.



Feb 2021 - May 2021 Bolkar Social Media Designer Internship 2 Months

UX Writing

 Improved social media engagement by 35% by collaborating with teams, engaging with users online, and writing content for the product and promotion.

Education

National Institute of Fashion Technology, Bengaluru Bachelor of Design | Product Design | 9.0 CGPA

2019-23

Volunteer Experience

2D Animations

TEDxNIFTBengaluru

Head of Marketing and Public Relations Volunteering 2 Months

Design Thinking

Headed PR campaigns to build public relations, facilitated brainstorming sessions, and as a part of the core team member, coordinated efficient communication and collaboration.

Certificates

LinkedIn

