



Sheetal Pakhare

UX research, strategy and design

Professional experiences

UX strategist and designer

Sun and sand sports – Dubai (Sept 2021 - Present)

- Key member of omni-experience team
- UX lead for existing and onboarded brands
- Implementing data-driven UX practices

Product design co-ordinator

Yeto global – Dubai (Oct 2018-Dec 2019)

- Assisted business strategies
- New product development – Yeto corporate, Yeto venues

Digital marketing executive and UI designer

ITP media group – Dubai (Sept 2017-Sept 2018)

- Social media optimisation, on page SEO :
Shortlist Dubai, Masala, MEP ME
- UI design:
MEP ME, Oil and Gas ME, Refining and Petrochemicals ME

Marketing executive

Shift electronics - Dubai (Mar 2014-Sept 2017)

- Ecomm - product design: dxb.net
- Business assistance:
Market research, User studies and target group refining
- Creative direction:
Branding, Social media marketing, Marketing communication

UX designer

Trimble Outdoors – Chennai (Sept 2012-Nov 2013)

- Product concept developments

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Courses and certifications

Nielsen Norman Group

- Measuring UX and ROI

IBM

- Design thinking

Georgia tech (Mooc)

- Human computer interaction

DesignLab

- UX research and strategy

- UX interaction design

SP Jain

- Digital marketing and metrics

HubSpot

- Inbound - Content - Email Marketing

Google

- Analytics - Adwords

Competencies

- User research and strategy - Contextual inquiry, Ethnography, Shadowing, Storytelling
- Usability testing - Interviews, Card sorting, Survey
- Design thinking
- High fidelity prototyping
- Information architecture
- Systems thinking
- Branding
- Flows mapping - User, Task, Wireframing
- Team management
- Business strategy assistance

Branding and UI designer

NeteSoft- Mumbai (Apr 2009-May 2011)

UI design:

Regional sections of Marriot group

Education

- Post graduate diploma in Strategic Design Management from National Institute of Design, India (2013)
- Bachelor of Fine Arts from Pune University, India (2009)

Tools

- Figma
- Invision
- Adobe creative suite
- Sketch
- Google AdWords
- Zoho CRM
- SEM rush

Awards

- I innovate UMO global student innovation challenge
- Campaign of the year

Interests

- Volunteer - Little angels, Dubai & Disha foundation trust, Mumbai
- Holistic Wellbeing

