

# Shikha Thakur

## Product Designer

Over 5 years of experience conducting UX research and designing intuitive end-to-end user journeys. I am passionate about turning complex problems into simple experiences. I design solutions that simplify complexity and improve usability.

### Contact

✉ [shikhat025@gmail.com](mailto:shikhat025@gmail.com) ☎ +971 52 143 4708

### ResearchGate

<https://www.researchgate.net/profile/Shikha-Thakur-7>

### Portfolio

<https://www.shikhathakur.com/>

### LinkedIn

[linkedin.com/in/shikha-t-b722201a](https://www.linkedin.com/in/shikha-t-b722201a)

## Skills

### Product Design

Product discovery

UX strategy

User journeys & flows

Wireframing & prototyping

Design systems

Information architecture

### UX Research

User interviews

Usability testing

Qualitative research

Thematic analysis

Customer journey mapping

### Collaboration

Cross-functional collaboration

Stakeholder communication

Agile / SCRUM workflows

### Tools

Figma, Sketch, Balsamiq, Proto.io,

Miro, Notion, Jira, UserTesting,

Hubble, Maze

## Key Achievements

### User Engagement Improvement

Increased user engagement by 30% on a B2B logistics platform through iterative research and redesigned decision workflows.

### Task Efficiency Enhancement

Improved task efficiency by 25% in 6 months through clearer workflows and role-based decision support.

### Design Scalability Contribution

Contributed to design scalability through standardised templates and specs, enabling 50% faster product deployment cycles.

### User Performance Improvement

Reduced errors by 15% across sessions through an AI-powered feedback system, validated with real users over iterative prototype testing.

## Work Experience

### Product Designer | CX

e& UAE | Dubai, UAE

Jul 2025 – Present

- Conducting user research and guerrilla testing to validate product features and design variations, improving usability and informing product decisions,
- Collaborating with product managers, engineers, and stakeholders to design scalable product solutions aligned with business goals,
- Monitoring UX metrics to evolve the design system and enhance CX.

### Product Design & Strategy

Saloodo! GmbH DPDHL Group | Köln, Germany

Jun 2023 – Feb 2024

- Conducted product feature discovery to define clear problem statements,
- Documented comprehensive product feature specifications, product scope and scenarios for development teams,
- Participated in SCRUM ceremonies and collaborated with developers and product managers to ensure design feasibility and alignment with overall product strategy and vision.

### UX Researcher

Planblue GmbH | Bremen, Germany

Oct 2021 – Oct 2022

- Conducted user research and utilised the double diamond design process to identify customer needs and translate them into actionable product enhancements,
- Co-facilitated user interviews and documented the qualitative insights to contribute to strategic decisions for product development,
- Presented the insights and research outputs to stakeholders to support future business decisions.

## Education & Learning

### M.Sc. Human-Computer Interaction

Universität Siegen, NRW, Germany

Oct 2020 – Feb 2024

### Bachelor of Science

MS University, Vadodara, Gujarat, India

May 2002 – Jun 2005

### AI Fluency: Framework & Foundations

[Anthropic Education](#), March 2026

### Build Wireframes and Low-Fidelity Prototypes

[Coursera](#), online course by Google, March 2024

### Enterprise Design Thinking – Team Essentials for AI

IBM, April 2020

### Mobile UX Design

[Interaction Design Foundation \(IxDF\)](#), May 2020