

SHIKHA THAKUR

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SUMMARY

Product Designer with 3+ years of industry experience across digital products—research-led, design-executed. I surface what users need and translate research insights into design decisions that reduce friction and make interactions feel meaningful. M.Sc. in Human-Computer Interaction, Universität Siegen.

WORK SUMMARY

e& UAE Product Designer, CX	Dubai, UAE Jul 2025 – Present
- Conducting UX research and usability studies to uncover pain points across customer experience touchpoints, translating qualitative findings into actionable design decisions. - Conducting user research, and guerrilla testing sessions to validate product features and design variations, directly informing product decisions and improving usability. - 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.	
Saloodo! GmbH DPDHL Group Product Designer, Strategy	Köln, Germany Jun 2023 – Feb 2024
- Increased user engagement by 30% and improved task efficiency by 25% by workflow redesign. - Conducted product feature discovery and documented comprehensive product feature specifications 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. - Tracked UX metrics and behavioural data to identify friction points, evolve the design system, and enhance the customer experience across the B2B logistics platform.	
Planblue GmbH UX Researcher	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.	
Etisalat UAE Usability Consultant	Dubai, UAE Jul 2018 – Nov 2019
- Conducted usability and task-based testing to evaluate product functionality and improve user interaction flows. - Identified UX and usability issues and proposed improvements through iterative testing and user-centered design methods. - Worked closely with engineers to refine interaction patterns and visual design components.	
Allianz Technology SE Business Analyst	Pune, India May 2014 – Dec 2017
- Documented functional specifications and system requirements for enterprise applications. - Developed user flow maps and process documentation for key system interactions. - Collaborated with developers and project managers to ensure accurate implementation of user workflows and UX.	

EDUCATION

Universität Siegen, M.Sc. Human-Computer Interaction GPA 1.8 Siegen, Germany	Oct 2020 – Feb 2024
MS University, B.Sc, Foods and Nutrition Vadodara, Gujarat, India	May 2002 – Jun 2005

SKILLS

- Research:** Empirical Research, Semi-structured User Interviews, Usability testing, Guerrilla testing , Concept testing, Contextual Inquiry, Journey Mapping, Personas, Mental Modeling, Competitor Analysis, Heuristic Evaluation, UX Audits, A/B Testing, Surveys, Affinity Mapping, Thematic Analysis, Design Documentation, Qualitative Research, Card Sorting, Insights Synthesis, Design Systems, AI-assisted research synthesis
- Design:** UX Design, Product Thinking, Experience Strategy, Interaction Design, Information Architecture, Visual Design, Rapid, Prototyping, Design Systems, Iconography, Storyboarding, Responsive Design, Human-Computer Interaction, Service Design, Sketching, Wireframing, Iterations, UX Writing, Conversation Design, Innovation Frameworks, Systems Thinking, Micro-interaction Design, UI Design, Product Design, Design Strategy, Design Critiques, User Testing
- Tools:** Figma, FigJam, InVision, Illustrator, Sketch, Hubble, UserTesting, Maze, Balsamiq, Proto.io, MAXQDA, Miro, Notion, Jira, Confluence, Hotjar, Userlytics

RESEARCH PUBLICATION

Digital Security Story Cards for Women with a Refugee and Migrant Background, Sept 2022: selected for poster presentation at *Mensch und Computer 2022*, presented a prototype design of "story cards" to teach digital security to refugee and migrant women via storytelling. It shed light on the necessity of digital security learning materials that are accessible and adequate to the needs of individuals and groups, particularly women, with a refugee and migrant background.

CERTIFICATION

AI Fluency: Framework & Foundations, Anthropic Education	March 2026
Enterprise Design Thinking–Team Essentials for AI, IBM	April 2020