

SHREE NAIDOO

Years of extensive design experience conceptualizing and developing numerous desktop, web, mobile-optimized web, and native apps for well-known eCommerce, transportation, insurance, and financial services companies.

2021: Nominated for the Women in Tech Breakthrough in Technology Award

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SUMMARY

- 20 years of relevant industry experience.
- Collaborate with product managers, engineers, and cross-functional stakeholders to understand requirements, and provide creative, thoughtful solutions.
- Lead and ideate products in an often ambiguous environment, from scratch and improve features, all with a user-centered design process.
- Deep problem-solving skills and familiarity with technical constraints and limitations as they apply to designing for platforms such as desktop and mobile.
- Communicate the user experience at various stages of the design process with wireframes, flow diagrams, storyboards, mockups, and high & low fidelity prototypes.
- Experience in crafting UX solutions for multimodal products, voice user interfaces (VUI), artificial intelligence (AI), and emerging technologies.

EXPERIENCE

CapTech Consulting | Richmond, VA

Associate User Experience Director | Feb 2022 - Present

User Experience Architect, Manager | Jun 2019 - Jan 2022

I am an individual contributor to all of the projects that I work on. As an Associate UX Director, I also provide oversight to additional projects, am involved in business development, hiring, coaching, mentoring, and educating the 40+ designers in our CX practice area.

PROJECTS

- Wells Fargo Conversational AI Team: Lead UX & Conversational Designer (current)
- AT&T Chatbot: Lead UX & Conversational Designer
- Jostens
 - [Yearbook+](#): Lead Product Designer
 - [eCommerce Mobile Optimization](#): Lead Product Designer
 - [eSignatures](#): UX Research
- CarMax
 - Buyer Appraisal Tool: Lead Product Designer
 - [Online Appraisal Tool](#): Lead Product Designer
 - Chatbot Pilot: UX Research
- ProLink Solutions: Lead UX Designer
- [Genworth Financial](#): Lead UX Research & Designer
- [Central Ohio Transit Authority \(COTA\)](#): Lead UX Architect

SKILLS

User Experience
Management & Leadership
Product Design
Emerging Technologies
Conversational AI
Conversational Design
Omni Channel UX
Interaction Design
Wireframing
Prototyping
User Research
User Testing
A/B Testing
Journey Mapping
SaaS
Personas Development
User Flows
Wireflows
Competitive & Comparative Analysis
Heuristic Analysis
Information Architecture
Card Sorting
Tree Testing
Accessibility

TOOLS

Figma, Sketch, InVision, Axure, Adobe XD & Creative Suite, DialogFlow, VoiceFlow, HTML, CSS

CLIENTS

Wells Fargo, AT&T, CarMax, Jostens, Genworth Financial, Central Ohio Transit Authority (COTA), ProLink Solutions, BB&T, LPL Financial, Scott & Stringfellow, Verizon, Orange, Deloitte US, KPMG, Barclay's, Booz Allen Hamilton, Ernst & Young, HCSC, HP, MetLife, Lockheed Martin, Avaya, AARP

GOVERNMENT CLIENTS

National Cancer Institute (NCI), Federal Drug Administration (FDA), General Services Administration (GSA), United States Postal Service (USPS), Department of Forestry (DOF), Department of Homeland Security (DHS). US Military

User Experience Manager | Wealthcare Capital Management

Richmond, VA | May 2015 - June 2019

Responsible for the end-to-end product design for a suite of products including a retirement calculator & lead generation tool. Worked closely with the leadership team in this start-up environment.

- Introduced and evangelized UX methodologies and best practices to help push forward a cultural shift.
- Incorporate user feedback, measure interaction, and leverage user-driven data to improve and enhance the total advisor and customer experience.
- Establish UX discovery & design as part of the Agile workflow.
- Champion usability testing, deep user research, and broad experimentation.
- Hands-on wireframing, prototyping and visual design.
- Redesign a large-scale enterprise application focusing on desktop and tablet principles.
- Provide creative direction on all levels and mentor junior designer.

Senior User Experience Designer | AgilQuest Corporation

Richmond, VA | July 2006 - February 2015

Lead discovery, design, and testing on all 7+ products in a cross-functional, agile environment. Established a design pattern library to be used across our entire portfolio. Designed for desktop, mobile, native IOS & Android, and large & small format displays. Provided brand & marketing design, maintained the corporate website, and was the in-house Accessibility SME. Worked with engineers, content strategists, product managers, QA, sales, and marketing.

Web Author II | CACI International Inc.

Norfolk, VA | September 2005 - July 2006

Collaborated directly with government clients to come up with e-Learning solutions for the Army, Navy, Marine Corps. etc. Experience with U.S. government Shareable Content Object Reference Model (SCORM®), Section 508 Compliance & various U.S. federal government regulations, specifications, and standards as required.

Creative Designer (Graphic & Flash Designer) | PureSafety Canada (Now UL)

Kelowna, BC, Canada | May 2004 - September 2005

IT Manager | European Union

Port Vila, Vanuatu, South Pacific | April 2003 - December 2003

Graphic User Interface Designer (GUI) | Coynet International Corporation

Yellowknife, NT, Canada | August 1999 - January 2001

EDUCATION

- Certified Usability Analyst, Human Factors International – License 2014-5020 (2014)
- Vancouver Career College, Vancouver, BC, Canada — Design & Applied Arts: Internet & Graphic Design (Accelerated Program)