

# Ashwini Shanbhogue

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## *Applying for:* **UI/UX Designer**

I see myself as more than a designer—I'm a problem solver, decision-maker, and advocate for the right approach. At Cisco, I took vague asks like "make this more user-friendly" and turned them into intuitive, engaging experiences. Collaborating with researchers, brand, and design teams, I transformed cluttered pages into streamlined solutions, ensuring clarity, consistency, and usability.

### **CORE STRENGTHS**

- Expertise in Figma, prototyping tools, and contributing to design systems for consistency and scalability
- Experienced in translating complex ideas into clear visual narratives that enhance user engagement
- Human-centered design processes, including research, data analysis, and iterative improvements
- Strong communication and collaboration skills, fostering effective cross-functional teamwork
- Experience navigating platform constraints while adhering to design principles and standards

### **TECHNICAL STRENGTHS**

**Platforms:** Figma, Adobe Creative Suite, Click Up, Miro, SharePoint, Stensul, SalesConnect, Oracle Eloqua

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### **PROFESSIONAL EXPERIENCE**

**UI/ UX Designer** at Cisco Systems, Remote. April 2023 - Nov 2024

At Cisco **CX: Brand and Creative** team, I was responsible for the ideation, design and development of projects that included website design, responsive design, web pages, emails, newsletters and feature enhancements according to brand standards and industry best practices.

#### **UI/ UX Designer for Email Campaigns :**

- Collaborated with cross-functional teams including product managers and creatives, to analyze business needs and user insights, creating relevant and accessible email experiences.
- Developed scalable components and wireframes in Figma utilizing auto layout and variables for efficient design solutions.
- Ensured cohesive, on-brand designs aligned with Cisco's design system, effectively translating campaign visions into engaging user experiences.

#### **UI Designer for SalesConnect (Salesforce Platform) :**

- Conducted a comprehensive audit of the SalesConnect platform providing strategic recommendations to enhance usability and improve user experience based on analytics and direct feedback.
- Presented design system guidelines to key stakeholders to align the design vision with product goals and promote a cohesive user experience.
- Created high-fidelity mockups, prototypes and wireframes, adapting designs within platform constraints to deliver an intuitive, accessible experience that upheld Cisco's brand standards.

### **UI Designer for SharePoint and Internal Newsletter :**

- Partnered with product managers, marketing strategist and leadership group to develop a cohesive, scalable brand identity across emails, newsletters, and internal communications, ensuring accessibility and brand consistency.
- Created wireframes in Figma to visualize UX workflows and streamline feature layouts, enhancing clarity and usability for diverse internal audiences.
- Designed and managed a team communication site in SharePoint, aligning templates and interfaces to reinforce brand familiarity and a seamless user experience.
- Led the design and execution of campaigns on Eloqua, integrating insights to optimize content delivery and engagement.

### **Interaction Designer :**

- Designed wireframes and high-fidelity visuals for an AI-driven tech support tool, transforming complex technology capabilities and business goals into intuitive, accessible visual designs.
- Collaborated closely with Cisco's TAC team to understand AI troubleshooting needs, developing prototypes in Figma that aligned with user-centered design principles.
- Integrated the prototype with Walnut.io for interactive demo videos and dynamic livestreams at events like Cisco Live and GSX, delivering seamless, engaging user experiences during live broadcasts.

## **ADDITIONAL EXPERIENCE**

### **Product Design Internships at**

Parent Network: Jun 2021-Aug 2021;

LeftRightMind: Sep 2021 - Nov 2021;

Volunteer Match: Jan 2022 - Mar 2023

- **Collaborated with Stakeholders and Designers:** Worked closely with stakeholders and design teams at Bay Area start-ups, researching, iterating, and delivering comprehensive web and mobile designs. Emphasized user needs and feedback to ensure a seamless experience
- **Community Building App:** Designed and launched an app fostering community among neighborhood children through interactive activities and games. Grew the user base from 50 to 125 in just 4 weeks, showcasing the app's effectiveness in community engagement.
- **Website Redesign for Local Business:** Conducted thorough research and ideation sessions to brainstorm website redesign concepts for a local business, focusing on improving user experience and modernizing the interface.

## **CERTIFICATIONS & EDUCATION**

**UX Academy** , Designlab

**Masters of Science** in Mass Communication at St Cloud State Uni., MN

**Bachelor of Engineering** at Manipal Institute of Technology, India