

Shienel AMBROSE

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Portfolio: <https://www.shienelambrose-portfolio.com/>

CORE COMPETENCIES

Conducted user and design research to create smart and efficient systems
Created and tested designs to reduce redundancy and increase performance
Outlined solutions for problem statements based on design thinking methods
Designed high fidelity UI screen designs and animated prototypes

EDUCATION

Interaction Design Foundation / Udemy

UI/UX Methods and Tools

Developed UX skills and proficiency in UI tools for design and prototyping.

Feb. 2019 - Aug 2019 / Online

International University of Japan

Japan Masters of E-Business Management

Focus on IT and business -- researched on promoting business through characters and visuals

Sept. 2013 - 2014 / Niigata

St. Mira's College for Girls (Pune University)

Bachelors of Computer Applications

Specialized in software development and it's business applications

June 2010 - April 2013 / Pune, India

EXPERIENCE

Softbank Corp. -Mapbox Japan (Secondment)

UI UX Designer (Aug. 2020 – Present)

Aug. 2020 - Present/ Tokyo, Japan

- Designed, improvised and developed responsive website to increase sales of SDK units
- Improved user engagement using Google analytics, heat map tracking and A/B testing
- Design effective solutions to list Ads on Mapbox maps in Japan

OYO Hotels Japan

Online Travel Agent Content/ UI Web designer (Aug. 2019 – Apr. 2020)

Aug. 2019 - Present/ Tokyo, Japan

- Conducted user testing and user research techniques to improve web information architectures
- Created UI elements, visuals, prototypes and mockups for quick decision making
- Developed designs using HTML/CSS to publish web templates on online travel agent websites

Product and Tech/ UI UX Designer (April. 2020 – Aug.2020)

- Investigated local trends and design patterns to localized systems for the Japanese users
- Improved existing systems with user friendly design solutions for web, mobile and CMS
- Eliminated redundant processes with user testing and data collection

AEON Fantasy

Indoor Playground- Planning and Development

Oct. 2014 - Feb. 2019/ Chiba, Japan

- Conceptualized and developed play equipment for indoor play areas
- Research and plan business expansion to India
- Research and Procure new toys worldwide to Japan and ASEAN countries

COMPUTER SKILLS

Adobe Illustrator, Adobe Photoshop, Adobe Lightroom, Adobe XD, Figma, Sketch, Invision Studio, Principle, Flinto, HTML/CSS/JavaScript, Google Analytics

LANGUAGE SKILLS : English – Native Japanese – Business