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Portfolio
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ISHANI

Product Designer

Toronto ON CA

Highly ambitious and self-motivated Product Designer with 6+ years of design experience & 2 years of dedicated research expertise in leading 0 to 1 projects

Education



University of Georgia,
United States

2017 - 2019 | MS FM | 3.63/4

Product Development, Research Methods,
Consumers' Cognitive Behavior, Statistics



National Institute of Fashion
Technology, India

2011 - 2015 | BDes | 9.5/10

Digital, Graphic & Print, System Design,
Accessibility, Typography, Branding

Awards



University of Georgia,
United States

**Jan M. Hathcote Social Science
Academic Support Fund - 2018**

\$510 award to support data collection
for Masters research thesis



University of Georgia,
United States

**Georgia Impact Now (GaIN)
Masters Fellows Scholarship - 2017**

\$40,000 funding grant + **full tuition waiver**
from the State of Georgia, for 2 years
of Masters degree



National Institute of Fashion
Technology, India

**Best Academic Performance
Award - 2015**

Gold Medal Awarded for Rank 1 out of 30

Experience



Sonrai Security – Product Designer

Fredericton NB CA (Remote)

APRIL 2022 – DEC 2023

- Devised Cloud Permissions Firewall and Automated Approval Workflow, a seamless on-demand request process automating cloud access approvals, significantly reducing manual interventions to optimize permissions management across complex multi-cloud environments
- Spearheaded end-to-end design of the Cloud Identity Diagnostic (CID) exceeding expectations with unrivaled success, igniting an unprecedented 100% increase in sales leads within 1st month of launch, earned shoutouts from the CEO, & left a lasting impression on the clientele
- Revamped search experience with an intuitive Natural Language interface, increasing customer engagement by 50% & gaining unanimous sign-off from internal stakeholders (including the CTO) & 100% approval from existing customers like PayPal and RBC upon usability testing
- Pioneered pivot table techniques to streamline policy groupings at a granular level to discover cloud vulnerability on a single page (reduced page switches from 10 to 1) & pruned infinite page re-directions preventing rabbit holes



AssetPay – User Experience Designer

Toronto ON CA (Remote)

MAY 2020 – NOV 2021

1 Year 7 Months

- Accelerated time-to-market by 30% compared to industry norms by single-handedly designing & delivering a high-fidelity MVP for a FinTech wallet within a timeframe of < 2 months as the lead designer
- Effectively communicated design principles & strategic user flows to the development team, driving seamless cross-functional alignment, optimizing product roadmap & achieving a 25% reduction in development time
- Executed rapid interactive prototyping techniques, slashing design iteration time by 30% & expediting development cycles ensuring a remarkable 20% increase in feature implementation accuracy
- Innovated Time-Stamped data visualization, achieving a 60% reduction in data interpretation time, enabling users to comprehend intricate data



University of Georgia – Graduate Research Assistant

Athens GA USA

AUG 2017 – JUL 2019

Masters Degree | 2 Years

- Conducted extensive literature reviews, theoretical frameworks & surveys (Amazon Turk & Qualtrics) on consumer behavior, social media & influential marketing, performed data augmentation & analysis with statistical methods to integrate findings into scholarly publications & validated research models



Hong Kong Polytechnic University
School of Design, Hong Kong

World Design Summer
Camp (WDSC) – 2013

Selected as 1 of 3 students representing India for a design – cultural exchange program alongside 120 students from 18 universities around the globe

Strengths

- Market Research & Competitive Analysis
- User Research & Usability Testing
- Interactive Prototyping & Branding
- Illustrations & UI Graphics
- Academic Research
- Statistical Analysis

Skills

Product Design

- Adobe Suite
- Figma
- Sketch / Principle
- InVision
- Zeplin
- WebFlow
- WordPress
- Semplice
- MailChimp
- HTML / CSS

Research

- Qualtrics
- Google Analytics
- FB & IG Marketing
- SPSS
- EndNote
- Mendeley

Publications

- Ishani, F.N.U., & Seock, Y. (2020). Sponsored posts from Instagram influencers and purchase intentions: The mediating role of the perceived value of sponsored posts. 2020 International Textile and Apparel Association
- Ishani, F.N.U., & Seock, Y. (2019). Instagram influencer’s sponsored posts: measuring users’ attitude towards sponsored posts and purchase intentions in the United States. University of Georgia, Athens, USA (Master’s Thesis)
- Weigle, E., Ishani, F.N.U., Shin, J., & Seock, Y. (2019). Generation Z and fashion innovativeness on Instagram. 2019 Proceedings of American Collegiate Retailing Association



University of Georgia – Teaching Assistant

Athens GA USA

AUG 2017 – JUL 2019

Masters Degree | 2 Years

- Assisted professor in submitting research manuscripts to academic journals, presented research work at conferences, prepared reports, journal articles, manuscripts & presentations showcasing research's impactful outcomes
- TA Classes:
 - a. FYOS 1001 (First-Year Odyssey Seminar: 3D Print & Design):
Demonstrate tutorials on 3D design & simulation software (Google SketchUp & TinkerCAD) & use of equipment (Makerbot Print)
 - b. TXMI 3500 (Textiles):
Direct textile design software (Pointcarre Textile CAD) & its modules (weaves, patterns, dobby, jacquard, 3D simulation & color reduction)
- Provided invaluable assistance to the professor by managing record-keeping tasks, including attendance, student assignments, evaluation, grading, & significantly contributed to class by meticulously preparing equipment, materials, & delivering instructions to enhance the learning experience
- Conducted impactful discussion groups & lab sessions, fostering meaningful interactions with students to reinforce lectures, review materials, & provide personalized support for improvement and success



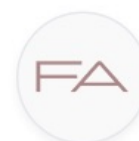
VMock – User Interaction & Graphic Designer

Gurgaon India

DEC 2016 – JUN 2017

7 Months

- Proactively collaborated with client relations & marketing teams, leveraging limited conceptual inputs to brainstorm compelling visual content
- Coordinated with marketing managers to define project scope & timelines, skillfully executed marketing assets across diverse digital & print platforms ensuring a consistent & impactful brand presence
- Conceptualized & designed creative collaterals for the company website, blog, & social media, crafting a distinctive brand identity, & presented designs (expertly crafted UI layouts for dashboard, illustrations & graphic elements for an extensive array of marketing materials – Facebook ads, infographics, videos, cartoon series, e-mailers, newsletters) to stakeholders



FAHome – Graphic Designer

Gurgaon India

OCT 2015 – NOV 2016

1 Year 2 Months

- Designed visually impactful home textiles for clients – Zara Home, Pottery Barn, Macy’s, William Sonoma Inc, Anthropologie, Nordstrom & West Elm
- Collaborated closely with clients, skillfully interpreting their needs, ideas, and requirements, ensuring seamless alignment with production concepts to deliver top-notch results
- Created prototypes & iterated designs with meticulous attention to creative guidelines & team feedback, documented project roadmap, & pitched innovative concepts to clients
- Assisted in preparation & presentation of designs for New York Home Fashions Market Week, coordinated with clients until final sign-off