

Komal Hirani Shakoor | Product Designer

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I'm an enthusiastic Product and Experience designer with 5 years of experience in crafting user-centric solutions for both B2C and B2B web and mobile applications.

Selected Experience

Dow Jones | Experience Designer

Aug 2022 - Present

- Collaborating with cross-functional teams, including UX, Product, and Engineering, to deliver tactical and strategic user-focused solutions for MarketWatch and its sub-brands.
- Orchestrated the comprehensive redesign of MarketWatch's user alert system, enhancing functionality for tracking company price and volume performance, resulting in the rapid generation of 2,200 new alerts within a condensed timeframe of just 3 market days
- Led re-designing efforts for the MarketWatch Picks homepage, which is projected to increase average page session duration 40% and reduce bounce rate by 35%.
- Working with the Design Systems team to improve Dow Jones's theme libraries and components, ensuring alignment with the each brand's identity and meeting business requirements

Stretto | Product Designer

Sep 2020 - July 2022

- Led full-cycle design for a mobile-responsive web app called Client Portal, enabling debtors to manage communication with attorneys throughout bankruptcy cases, collaborating with Product, Engineering, and QA teams.
- Acted as Product Owner for Client Portal, overseeing development and QA tasks and facilitating Agile ceremonies, which led us to successfully beta-launch the product.
- Contributed to company-wide design system initiative by researching best practices and tools, creating reusable components using atomic design principles for my product line, fostering a more consistent design across all products.

TSYS | UX Architect Intern

June 2019 - Aug 2019

- Revamped, prototyped, and tested features for a web customer service platform, achieving a 50% reduction in a workflow's completion time.
- Designed navigational elements and interaction flows for Future Viable Prototype (FVP) web platforms used by call-center agents and card issuers.

Skills

UX Design, Interaction Design, UI Design, Stakeholder Management, Design Thinking, Design Systems, Graphic Design, Visual Design, Information Architecture, Qualitative Research, Quantitative Research

Methods

Sketching, Wireframes, High-Fidelity Mockups, Competitive Analysis, Interactive Prototyping, Brainstorming, Usability Testing, Component Documentation, User Personas, User Journey Maps, Interviews, User Scenarios

Tools

Figma, Jira, Miro, AirTable, Confluence, Adobe Illustrator, Aha!, Trello, Axure RP 8/9, Sketch, InVision, Adobe XD, HTML/CSS, Javascript

Education

Georgia Institute of Technology

Aug 2018 - May 2020

M.S. Human-Computer Interaction

GPA: 4.00

Aug 2018 - May 2018

B.S. Computer Science - People and Media

Graduated with High Honors

Volunteer Work

Global Encounters Festival - IT team

Apr 2023 - Aug 2023

Lead UX Designer

IPN Online

Aug 2020 - Nov 2020

Product Designer