Shiv Shankar Gogia

Certified Usability Analyst (CUA 2015 - 5419) & **Certified Experience Analyst** (CXA 2019 - 557)

Mobile: +91-9167770593 | **E-mail:** shivsg01@gmail.com | **Skype:** noetic.shiv.gogia

Portfolio: https://www.behance.net/shivshankargogia

My Summary: I have a total of **16 years** of experience in **UI/UX** field. Worked on **500+ websites**, **50+ Software's and 10+ Mobile Apps** for **domestic** and **international** clients. Worked in **BFSI, Education, Ecommerce, MLM, Real Estate** and **Healthcare** domain for Business-to-Business (**B2B**) and Business-to-Consumer (**B2C**) products. Experience of working with **startups** and **public limited companies**. Worked in both **product** and **software services** companies using **Agile** & **Lean Methodology**. I also have experience in delivering stunning UX of complex applications for **Web, Desktop Application, Kiosk, POS** & **Handheld** devices which include **CMS, ERP, LMS and CRM** for **insurance** portals. Experience of leading a **16 member's team** for Educational ERP project.

My Passion: Translating complex problems into an intuitive experience for digital and physical products.

My Skills:

Conceptual & Interpersonal Skills
Team Management, Time Management, Stakeholder Management, Client Management, Problem Solving & Decision Making

Technical Skills
Requirement Gathering, Personas, Research, Competitive Analysis, Wireframes, Prototyping, Heuristic Evaluation, Use Case Analysis, User Stories, Information Architecture, User Journey Map, Task Flow, Interaction Design, Visual Design, A/B Testing, Usability Testing, Design Thinking, Analytics, ROI, Responsive & Adaptive Web Design

UX Tools	Skill Level
Axure 8 RP Pro	Specialization
InVision, MS Visio, Pencil, Balsamic, CrazyEgg, CleverTap, Photoshop CS5, OpenProject, Dreamweaver CS5, HTML5, CSS3, HTML4.1, CSS2, BugTracker.Net, XHTML 1.0, VSS, SVN, TFS	Intermediate
Flash 8, CorelDraw X4, Indesign CS5, Illustrator CS5, Visual Studio 2010, Bootstrap 3.0, AJAX Control Toolkit, Java Script, JQuery, SEO	Basic

My Journey:

- **Robinhood Capital Services Private Limited** (AVP - UI/UX | June/2016 - Oct/2019 | Mumbai)
- **Hinduja Global Solutions Limited** (Deputy Manager Usability Design | Mar/15 - Jun/16 | Navi Mumbai)
- **Xtreem Software** (Freelance UX Consultant | Aug/14 - Mar/15 | Pune)
- **Exegesis Infotech (I) Pvt. Ltd.** (UI/UX Manager | Jun/13 - Aug/14 | Navi Mumbai)
- **Landmark Insurance Broking Services Pvt. Ltd.** (UI/UX Manager | Dec/11 - Jun/13 | Mumbai)

- **Sonnen Insurance Broking Services Pvt. Ltd.** (Sr. Web Designer | Mar/11 - Nov/11 | Noida)
- **ETechAces Marketing & Consulting Pvt. Ltd.** (Sr. Technical Associate | Jul/10 - Mar/11 | Noida)
- **Noetic Consultancy Services Pvt. Ltd.** (Sr. Web Designer | Nov/08 - Apr/10 | Lucknow)
- **PlanetComnet Technologies Limited** (Sr. Web Designer | Jan/06 - Nov/08 | Lucknow)
- **MARG Software Solutions** (Freelance Web Designer | Jan/04 - Jan/06 | Lucknow)

My Roles & Responsibility at Robinhood Capital Services Private Limited:

- Leading the team of Graphics, Web, UX, SEO & Digital Marketing
- Plan and Execute User Experience Design (UXD) projects from requirements elicitation to handover
- Liaison between the Investors, Internal Management, Subject Matter Experts, Sales, Content, Quality Analyst, Designers & Developers
- Managing CX & UX for Mobile App (OneInsure – Policy Manager), website (www.oneinsure.com) & POS (OneGo PoS – Sell 360° Insurance Online)
- Designing Low, Mid & High fidelity wireframes for Web & Handheld devices
- Conducting Usability Audit (Heuristic Evaluations/Expert Review) on existing products to find out pain points and providing design recommendations
- Responsible for crafting Use Cases, Information Architecture, Competitors Analysis, Persona, Scenario, Affinity Diagram, Surveys, Sitemap, Paper Prototype, Task Analysis, Analytics Review, Ethnographic field research
- Coordinating with external vendors for Usability Testing
- Coordinating with external vendors for Life & Health Insurance Leads like ValueDirect, MyInsuranceClub etc.
- Responsible for the In-house Lead Generation via SEO and Digital Marketing
- Responsible for the customer engagement of new and existing clients (25,000) via Email/SMS/Call and WhatsApp
- Responsible for verifying the lead cycle from acquisition to closure
- Responsible for the POS API product integration with Life and General Insurers like Digit, Bajaj, Apollo, TATA, Cigna & HDFC.

My Achievements at Robinhood Capital Services Private Limited:

- Cut down the Mobile App internal lead cost acquisition from ₹ 370 to ₹ 8 by implementing new Mobile App design, Information Architecture and task flow experience
- As a Product Owner new POS product launched in 120 days which includes Mobile App, CMS & CRM
- Generated life insurance leads at 50% price lesser from external vendors from Social Media

My Professional Qualification:

Degree/Diploma/Certification	University/Organization	Year	Remarks
Mutual Fund Distributors Certification Examination	National Institute of Securities Markets	2020	75%
Advance Program in FinTech & Financial Blockchain	IIM Calcutta	2020	Completed
Certified User Experience Analyst (CXA)	Human Factors International, Inc.	2019	75%
PMI Agile Certified Practitioner (Training Attended)	Effective Project Management Consultancy	2018	N.A.
Digital Marketing Certification	Manipal ProLearn	2017	D
Certified Usability Analyst (CUA)	Human Factors International, Inc.	2015	76%
Designing the Mobile UX	Human Factors International, Inc.	2015	N.A.

Foundations of Psychology	RMIT University	2015	60%
Certificate in The Mind Map	The Mind Map	2014	N.A.
Certification in Life Insurance	Insurance Institute of India	2014	74%
Certificate in Basic Calligraphy	Master Mind Tutorials Private Limited	2013	N.A.
Certified CSS Developer	W3Schools	2011	77%
Certified HTML Developer	W3Schools	2009	97%
M.C.A.	Sikkim Manipal University	2008	65%
B.Sc.IT	Sikkim Manipal University	2006	71%
Masters in Web Technology	Infozen	2003	84%
Diploma in DTP	VSSR	2003	Excellent

My Educational Qualification:

Degree	College	Board/University	Year
Intermediate	Colvin Taluqdars' College	U.P. Board	2001
High School	Colvin Taluqdars' College	U.P. Board	1999

My Personal Information:

Father's Name : Mr. Gobind Lal Gogia
Date of Birth : 03/12/1983
Marital Status : Married
Religion : Hindu
Sex : Male
Passport : Valid Till 2022
Languages : English, Hindi & Punjabi.
Address : 201/7, Mohan Greenwoods, Phase-1, Manjarli, Badlapur West, Thane, Maharashtra, India - 421503.

My Declaration:

I hereby declare that the information provided in this resume is correct to the best of my knowledge.

Date:
Place: **(Shiv Shankar Gogia)**