

# Soumyashree DS

UX Designer | [yarisoumya06@gmail.com](mailto:yarisoumya06@gmail.com) | +91 8296749261 | [Portfolio](#)

## PROFESSIONAL SUMMARY

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UX Designer with 3+ years of experience designing scalable platform experiences across EV charging infrastructure and enterprise SaaS products. Led end-to-end user experience initiatives from research and discovery to validation, improving task success rates by 30%+ and reducing support dependency by 40% through systems thinking and data driven design. Experienced in simplifying complex B2B and B2C workflows, collaborating with cross functional teams, and delivering measurable improvements in usability, efficiency, and product adoption.

## SKILLS

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**Information Architecture & Structure:** Information Architecture (IA), User Flows, Flowcharts, Site Mapping, Journey Mapping  
**Design:** Wireframing, Interface Design (UI), Interaction Design (IXD), User Experience(UX), Accessibility  
**Research & Strategy:** User Research, Heuristic Evaluation, Design Thinking, Problem-Solving  
**Prototyping & Testing:** Low/High-Fidelity Prototyping, Clickable Prototypes, Usability Testing, A/B Testing  
**Tools:** Figma, Sketch, Jira, Confluence, Zeplin, Procreate

## EDUCATION

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### BACHELOR'S IN COMPUTER SCIENCE

Jan 2017 - Jan 2021

CGPA: 8.72

## EXPERIENCE

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### SHELL RECHARGE SOLUTIONS

Bengaluru

#### User Experience Designer

May 2023 - Present

- Led end-to-end UX strategy for Plug & Charge (PnC) across B2B, B2C, B2B2C, and third-party MSP ecosystems, driving user research, discovery, journey mapping, problem definition, prototyping, and usability validation.
- Led Plug & Charge UX implementation for EU markets, collaborating with **automotive OEMs** (BMW, Jaguar) to deliver a seamless, standard compliant charging experience (ISO 15118) across vehicle, backend, and charging infrastructure.
- Redesigned Charge Point Management System (CPMS) for internal operations and external enterprise customers, resulting in **30% reduction** in support tickets by improving information architecture, error handling, and system feedback loops.
- Drove advanced UX initiatives to streamline charger commissioning workflows, reducing setup time by **25% and eliminating fragmented system states** and introducing real-time visibility through improved status feedback patterns.

### KLOUDSPOT

Bengaluru

#### UX Designer

Feb 2022 - May 2023

- Designed end-to-end UX for a **SaaS device management platform**, enabling users to monitor, configure, and manage IoT devices at scale, improving platform usability and admin efficiency.
- Led UX design for Airport **Traffic Analytics solution**, translating complex data, heatmaps, and behavioral insights into clear, actionable dashboards for enterprise users.
- Created and maintained a scalable design system including UI components, interaction patterns, typography, color tokens, and accessibility guidelines, **accelerating development cycles by 20%**.
- Collaborated with product, engineering, and data teams to validate designs through wireframes, interactive prototypes, and user feedback sessions, ensuring alignment with business goals.

### DXC TECHNOLOGY

Bengaluru

#### UI Developer

Jun 2021 - Jan 2022

- Engineered **responsive, enterprise-grade user interfaces** for Zurich Insurance, translating design specifications into scalable, brand-aligned, and accessibility-compliant front-end solutions.
- Served as sole UI developer for multiple interaction heavy screens, focusing on pixel perfect **implementation, usability, and consistency** across applications.
- Developed **reusable UI components** using HTML, CSS, JavaScript, and modern frontend frameworks, improving code reusability and development efficiency.
- Collaborated with UX designers, backend developers, and QA teams to translate design specifications into functional, accessible UI screens.