KRISHNA SHAMJI | [Design Portfolio](#) | shamjikrishna007@gmail.com

ABOUT ME

Multidisciplinary designer, meta-learning nerd, and coder {to be}. A generalist first-principle thinker who thrives on solving complex problems such as conversational neural nets, rethinking standardised testing, and designing online bootcamps at scale.

WORK EXPERIENCE

Jan 2021 - Present

FREELANCE UX & UI DESIGNER, PRODUCT MANAGER

- **Product Manager at Aegis Cyber Security:** Leveraged design and full-stack expertise to translate business specifications into actionable design and development specs, streamlining workflows and ensuring alignment with key design guidelines.
- [Rethinking Standardised Testing](#): Leveraging latest education research, I designed a standardised testing system 10x more accurate at measuring students' understanding.
- [Designing Online Bootcamps](#): Designed a desktop e-learning platform, an accountability system, and a scalable way to design curriculums. Then tested my hypothesis with user interviews, a diary study and usability tests.
- [Onboarding Process](#): Helped Syncify, an online social network based on podcasting to design an onboarding process that increased conversions by 30%.

Aug 2022 - Apr 2024

PRODUCT DESIGNER AT [ENKI](#)

- Backed by data, I championed projects resulting in a 34% decrease in onboarding drop off rate and corresponding increase in revenue.
- Owned full product life cycles from forming testable hypotheses to implementing prototypes to A/B testing across mobile and enterprise product lines.
- [AI-Driven Learning](#): Led the development and testing of an adaptive UX that tackled key challenges of AI-driven experiences: lack of affordances, prompt-AI alignment, and the reevaluation of traditional frictionless design approaches.
- Scraped review data from Duolingo and Mimo to conduct a competitor user sentiment analysis utilizing machine learning for large qualitative dataset analysis.
- Established comprehensive design systems and gamification frameworks to instrument positive reinforcement loops and drive sustained learner engagement.

Sep 2021 - July 2022

PRODUCT DESIGNER AT [SIDEBRAIN](#)

- Employee #1 responsible for the end-to-end delivery of MVP's solutions for an early-stage AI start-up seeking product-market fit. I did everything from researching brainstorming, prototyping, to hand-off, as well as product management and testing.

Feb 2019 - Dec 2019

PROJECT LEAD AT [SWEATCOIN](#)

- Grew partner base from 0 to 10,000 partners across the UK, in 6 months, with 2 people on the team.
- Ideated, researched and developed a complete UX overhaul to increase revenue by 20%, improve engagement and simplify the user experience.
- In the spirit of not wanting to look at my inbox any longer, I developed an AI aka "Lexi Hamilton" that could answer my emails. (Because who likes doing emails?!)

Jan 2018 - Feb 2019   **BUSINESS DEVELOPMENT MANAGER AT SWEATCOIN**

- Negotiated and closed over 150 partners and secured £1.5M+ worth of goods and services to give away as free prizes to Sweatcoin's 45 million+ users.
- Broke company record for the highest ticket client closed; $40,000.
- Trained 9 managers to meet KPIs and close 20 new clients per week with a combined close value averaging £100,000 per week.
- Developed and sold new value propositions for clientele ranging from small to global corporate enterprises, from local restaurants to Apple.
- Tripled the number of partners closed by the team each week by optimizing our CRM response rate from 5% to 29%.

ENTREPRENEURIAL EXPERIENCE

Aug 2023 - Current   **HOST OF LITTLE LESS STUPID PODCAST**

- Solely responsible for the podcast, from guest sourcing, interview prepping to recording and editing long-form and short-form videos for YouTube and Instagram. I am building an Indian community of learners and entrepreneurs aspiring for more.

Mar 2019 - Aug 2019   **CO-FOUNDER OF MAGGOT BRAIN**

- Iterated on prototypes, tested marketing strategies for an avant-garde shoe brand. However, manufacturing in UK became nonsensical so we pivoted ventures.

Nov 2018 - Mar 2019   **FOUNDER OF A PERSONAL ASSISTANT AGENCY**

- Set up a personal assistant agency helping early-stage start-ups alleviate workloads, and generate £2,000 per month as a side income.

EDUCATION

Apr 2023 - Oct 2024   **CODECADEMY**

- Front-End Engineer

Jan 2021 - Jul 2021   **DESIGN LAB**

- UX & UI Academy

Sep 2013 - Nov 2017   **JAIN INTERNATIONAL RESIDENTIAL**

A-Levels (12th)

- Economics, Business, Accounting

O-Levels (10th)

- Economics, Business, Accounting, English, French, IT, Math

SKILLS

- **Figma**
- **JavaScript**
- **React.js**
- **Node.js**
- **CSS & HTML**
- **Webflow**
- **Framer**
- **Product Management**
- **Video Editing**
- Photoshop
- Rive Animation
- Wireframing
- Prototyping
- Branding
- Sales
- User Research
- User Testing