



Shilpa Poonattil

Senior Lead UX Designer

[Portfolio Link](#)

[Linkedin Profile](#)

+91 8867 648 347

spoonattil@gmail.com

Bengaluru, India

Design Expertise:

Interaction Design

UX Research, Storyboards, Information Architecture, Wireframing - Low/high fidelity, Visual Design & Style Guide, Icon Design, Interactive Prototyping.

Retail Communication

Branding & Collateral Design, Packaging, Fixture & Props Design, Store Design, Visual Merchandising, Product Shoots & Catalog Design.

Textile Design

Print & Pattern Design, Weaving - Textile & unconventional, Surface Techniques, Craft Documentation, Stitching, Yarn crafts.

Academic Chronicle:

Master of Design in Design For Retail Experience

National Institute of Design R&D Campus, Bengaluru.....Batch of 2013 - 2017

Bachelor of Design in Textile Design

National Institute of Fashion Technology, Kannur.....Batch of 2009 - 2013

Software Skills:

Wireframing: Figma, Adobe XD, Sketch

Graphic Design: Adobe Illustrator, Corel Draw

Photo Editing: Adobe Photoshop, Lightroom

Textile Weaving: Ned-graphics & Textile CAD

3D Models: Google Sketch-up, Key shot

Floor Plans: Auto CAD (2D)

Professional Experience:

Leveraging my 8th year in the industry this 2024!

Senior Lead UX Designer

Ionixx Technologies Private Limited, Chennai.....2019 - Present

Working as design lead for various Pre-sales activities, MVPs, Re-designing applications, New Product development etc. inclusive of it's Research, Estimation cum Planning, Client interactions, Design Documentation, Interactive Development Prototypes and Design testing.

Artist

Jayna Packaging Private Limited, Mumbai.....2017

i. Retail communication - Product cataloging, shoots and designs for their in-house brand called 'Paper shaper', a range of innovative flat pack accessories, home decor and kids furnitures made from laser cut corrugated card boards styled with laminated prints.

ii. Concepts of various POS props and brand graphics in floor standing display units, hang sell displays, counter top displays etc for their FMCG clients.

Artist

Artoo IT Solutions Private Limited, Bengaluru.....2016

User Interface and User Experience inputs for their B2B mobile & web application 'Artoo', a custom made third party service provider for various NBFC's intended to provide instant loan disbursements for Small Medium Enterprises.

Freelancer

Asahi Technologies LLC, Chennai.....2018

Developed a mobile app called 'I Buy Abilene,' aimed at local shoppers of the Abilene Shopping Center in Texas, US. The free 'IBuyAbilene' app connects residents with local businesses, encouraging them to shop locally, earn coupons and generate leads for the local shops. I contributed to this project as a design consultant with Team Asahi, working on everything from research and wireframing to visual design and testing.

Design Mentor

LIVE- Business Incubation Cell, IIM Kozhikode.....2018

I worked as an independent design mentor for several students, alumni, and external startups incubated in various cohorts called 'LIVE Wires.' I collaborated with these companies at different stages, helping with branding, marketing materials, pitch decks, and other brand assets for the LIVE studio at IIM Kozhikode.

Design Mentor

National Design Center, New Delhi.....2018

Collaborated as a speaker on motivational design talks for artisans of various communities in south India, as part of the craft seminars hosted by 'National Design Center', an organisation run by the 'Ministry of Textiles', Govt. of India with an objective to build and create design oriented excellence in the handicraft and handloom sector to withstand global competitiveness.

Academic Internships

Malabar Group, Calicut.....2016

Project on 'Business model targeted to revamp traditional Kerala jewellery through effective retail communication' ; Uniform re-design for employees of Malabar Gold & Diamonds, Calicut.

Upasana Integral Design Studio, Auroville, Pondicherry.....2015

Building a storyline for Upasana's E-commerce portal defining their garment photoshoots and associated staff training to empower them in the same.

Mascot Industries, Kannur.....2013

Textile design collection and graduation project named 'Sea creatures' & 'Alpine forces', designed for Heimtextil International Fair 2013.
