

# KARINA SHANTILAL

## DIGITAL PRODUCT DESIGNER

Amsterdam, Netherlands

Empathetic product designer, skilled in cross-functional teams. Crafts user-friendly experiences based on in-depth research using Adobe, Figma and front-end development.

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## EDUCATION

MSc in Digital Design, Amsterdam University of Arts and Sciences

2023, Netherlands

BDes in Information Design, Srishti University of Art, Design, Technology

2017, India

## CERTIFICATIONS

Figma for UX Design  
P5.js

2024, LinkedIn

2023, Codecademy

## WORK EXPERIENCE

### "Re-build" | Nemo Science Museum

02/2023 - 05/2023

UI/UX design and research, Interaction design

- Produced concept and visuals for educational AR exhibit, leading to a 90% knowledge retention rate in testers. Used Agile project management, A/B testing, early design testing and rapid prototypes to structure and develop the design process.

### "Eventquest" | Creative Media for Social Change

11/2022 - 01/2023

UI/UX design and research, Interaction design

- Developed comprehensive wireframes and high fidelity Figma prototypes, ready for development.
- Created concept and design for a scavenger hunt app aimed at scattering event visitors, with a predicted success rate of 40%.

### "LGBTQ+ Exhibit", Grachtenmuseum

10/2022 - 11/2022

UX design and research, Interaction design

- Conducted user research such as A/B testing, surveys and concept testing to create interactive exhibition for Museumnacht, ending with a turnout of 60+ users within 2 hours.

### Ahoiii Entertainment

02/2018 - 02/2019

UI design, Interaction design

- Collaborated with cross-functional teams on multiple projects simultaneously, to develop digital assets based on research, and launched award-winning apps (Fiete) with 1mn+ downloads.

### Studio Kashanti

03/2020 - present

Graphic and Digital Product design

- Designed social media content/strategy for start-ups, leading to enhanced brand recognition, market positioning and a 150% increase in following.
- Designed and developed web design solutions, independently, using HTML/CSS/JS.
- Streamlined design processes and improved efficiency by contributing to design system guidelines, ensuring consistency across all products and saving 10 hours of work per week.

### J. Walter Thompson Worldwide

05/2016 - 08/2016

Design intern

- Collaborated with senior art directors to develop new advertising concepts for major brands

## LANGUAGES

English	Native
Dutch	Proficient
German	Native
Hindi	Fluent

## EXTRA SKILLS

HTML/CSS/JS  
Creative Coding  
Animation  
Illustration