

SHUBHAM LAVALEKAR

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PROFESSIONAL EXPERIENCE

UX Designer II | Axos Bank, Kansas City, MO.

January 2025 - Present

- Designed and developed enterprise-scale case management, banking, reporting, task management, and file storage systems for fiduciary and bankruptcy operations.
- Built a **customizable reporting system** enabling Salesforce-style report generation across all application objects.
- Built core banking functionality including **ledger management, transaction execution, fund distribution, and reconciliation workflows**.
- Created a secure **document management platform** with Windows Explorer-style navigation for storing and accessing sensitive client files.
- Developed a **long-term case management system** supporting thousands of clients and cases spanning over 10 years.
- Designed and implemented an **administrative platform to manage enterprise application configurations and operations**.
- Created a **task management system** within the application for clients to track office-wide activities and case member responsibilities.

UX Researcher & Designer | CX by Design, New York, NY.

May 2024 - Present

- Led end-to-end UX design for in-house and client-facing digital experiences, from discovery through high-fidelity design and developer handoff..
- Designed **high-fidelity wireframes and interactive prototypes**, conducted usability testing, and iterated designs based on user feedback and performance insights..
- Collaborated with an EU-based client to **restructure information architecture of their website**, reducing bounce rates and improving customer and subscriber retention through UX and IA improvements.
- Conducted **stakeholder and CX professional interviews** to identify customer experience goals, pain points, and success metrics, contributing to a **2x increase in customer acquisition**.
- Developed **customer journey maps, personas, and SWOT analyses** to identify high-impact touch-points and prioritize redesign efforts
- Defined and improved **information architecture and sitemap structures**, resulting in clearer navigation and a more intuitive content hierarchy.

UX Design Intern | Cooledtured Collections, New York, NY

October 2023 – May 2024

- Assisted in user and stakeholder research to understand business goals and customer needs for the **redesign for a B2C e-commerce** client.
- Synthesized research findings into **user flows, wireframes, and low-to-mid fidelity prototypes** to guide the redesign strategy.
- Designed **100+ wireframe screens** aligned with brand identity, accessibility considerations, and target user preferences
- Conducted usability testing sessions** and analyzed qualitative feedback to identify friction points and opportunities for improvement.

Assistant Project Manager | Ryder Inc, New York, NY

January 2020 - September 2022

- Streamlined project management** by re-organizing team structures including engineering reports team, remediation team, and operational team to improve project timeline efficiency and collaboration.
- Coordinated cross-functional teams** and third party contractors to **address project issues, balancing timelines and deliverables**.
- Reviewed contracts, schedules, and submittals to ensure complete scope coverage** and alignment with project requirements.
- Managed end-to-end **document control and compliance**, including LEED documentation, milestone tracking, and progress reporting through Procore.
- Conducted daily site evaluations and monitored project progress to **identify blockers, improve operational workflows**, and ensure successful execution against project goals.

EDUCATION

Master of Science (M.S.) , Human Centered Design | **Pace University**, New York City

December 2024

Master of Science (M.S.), Civil Engineering and Management | **Columbia University**, New York City.

December 2020

Bachelor of Engineering (B.E.), Civil Engineering | **Pune University**, India

May 2018

SKILLS

Tools: Figma, Claude, TestIM, Azure DevOps, Framer, UserTesting.com, Optimal Workshop, Balsamiq, Protocie, Whimsical, Marvel, Sketch, Miro, Webflow, Framer, Google Suite, Microsoft Office

UI/UX Design and Development: Product Design, UI/UX Design, Visual Design, Mobile App Design, Responsive Design, Interaction Design, Wireframing, Prototyping, Product Management, Strategy Design

UX Research: Usability Testing, User Research, Moderated and Unmoderated User Interviews, Quantitative and Qualitative Analysis, Surveys, Persona Development, User Journey Mapping, Contextual Inquiry, A/B Testing, Requirement Analysis, Generative Research, Evaluative Research, Thematic Analysis, Cognitive Walkthroughs, Ethnographic Research, and Contextual Observation.

Management: Project Management, Team Leadership, Strategic Planning, Budget Management, Performance Monitoring, Risk Management, Decision Making, Resource Allocation, Conflict Resolution, Time Management, Data Entry and Management, Document Preparation, Office Management, Communication Skills, Project Planning, Customer Service, File Organization and Documentation, Procurement Management.