

SHONA MAHAMBRE

UI/UX DESIGNER - [PORTFOLIO](#)

Highly motivated and creative professional with a background in social media management and content creation, now seeking a career in UX design. Recently completed the Google UX Design Specialization Course - a 6 months intensive, hands-on program equipping me with a solid foundation in user research, wireframing, and prototyping. Skilled in communication, visual design, and problem-solving, I am ready to apply my skills and user-centered mindset to create exceptional user experiences.

EXPERIENCE

Social Media Manager & Strategist - *The Chi Studio, Goa*

MAY 2020 - AUGUST 2022

- Conducted comprehensive social media audits of new clients to gain insight into their business objectives and understand the needs of their target audience
- Created impact driven social media strategies for clients across various sectors
- Created engaging content, including copywriting, graphic design, and video editing, to support social media marketing initiatives
- Successfully contributed to a 35% organic growth rate for a [client](#) through effective content strategies and design enhancements
- Ideation, production and editing of videos and reels based on latest trends
- Designed and developed a [responsive website](#) on WIX for a retail client, delivering a seamless user experience and improving online brand presence.

Brand Manager - *The Full Seven, Goa*

OCTOBER 2019 - APRIL 2020 (Full-time) | MAY 2020 - NOVEMBER 2020 (Part-time)

- Revamped website design and navigation of The Full Seven on WIX to enhance user experience
- Ideated, planned and designed a complementary website for Riverside Shakti Retreat
- Social Media management and strategy to drive brand awareness
- Designed content for various platforms, including websites, blogs, and ebooks
- Created flyers and posters for events to maximize attendance and brand visibility

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COURSES

[Google UX Design Professional Certificate](#)

DECEMBER 2022 - MAY 2023

To upskill and get industry ready in fields and concepts of UX design

EDUCATION

BA in Mass Communication & Videography - *St. Xavier's College, Goa*

2012-2015

INTERNSHIPS

Intern - *Perfect Relations, Goa*

NOVEMBER 2013 - DECEMBER 2013

Involved in various PR activities at the International Film Festival held in Goa

Intern - *Savoir Faire Media, Goa*

OCTOBER 2012 - NOVEMBER 2012

First intern to write a cover story for Goa's premier Business magazine- Business Goa.

SKILLS

Graphic Design
Product Design

Brand Manager – *Tea Trunk, Goa*

JUNE 2018 - MARCH 2019

- Implemented social media management and strategy, resulting in a 72% growth on Instagram within 9 months
- Engaged with customers through timely responses to DMs, comments, and emails, ensuring a positive brand image and customer satisfaction
- Created captivating visual content through photography and curated engaging posts to drive user engagement on social media
- Designed and executed landing pages to optimize user journeys and drive conversions
- Developed and designed newsletters to effectively communicate promotions and updates to the customer base

Executive: Projects – *Handy Training Technologies, Goa*

OCTOBER 2016 - OCTOBER 2017

- Managed end-to-end project lifecycles across various industries, delivering tailored solutions that met clients' unique requirements
- Assisted in pre-sales activities, including costing and effort estimation, to secure new business opportunities
- Collaborated with vendors and clients to ensure content development aligned with client expectations and needs
- Contributed to account growth by identifying opportunities for extended project engagements
- Created custom reports and dashboards to provide clients with valuable insights and facilitate data-driven decision-making
- Provided exceptional client and end-user support, ensuring a seamless user experience throughout the project lifecycle

Content Writer – *Handy Training Technologies, Goa*

OCTOBER 2015 - OCTOBER 2016

- Conducted extensive research on mobile learning and best practices to inform content development strategies
- Restructured content for mobile learning, optimizing user experiences and knowledge retention
- Collaborated with the design team to create app mockups and prototypes, providing visual representations for sales pitches and stakeholder presentations

Video Editing

Content Writing/Copywriting

Project Management

SOFTWARES

Figma

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe Premiere Pro

WIX

LANGUAGES

English