SIMI DHILLON
PRODUCT DESIGNER

Chicago-based Product Designer with experience in Fintech and cloud ERPs.

EXPERIENCE

● NEXTCAPITAL
LEAD UX DESIGNER | APR 2020 - PRESENT
- Lead the company's first design thinking process for NextCapital's largest partner, which contributes over $4B in assets on the platform, increasing user engagement by prioritizing and designing features for Retail Product's post-enrollment user experience
- Collaborate with cross-functional stakeholders to research, ideate, and design user-friendly, financial applications that improve access to retirement planning
- Facilitate workshops with key stakeholders to identify gaps in business objectives, ensure alignment on research objectives, conduct user interviews to understand retirement spending
- Implement a research process for all projects that includes creating screeners, recruiting participants, creating interview guides, conducting extensive user research, analyzing research, and presenting results to stakeholders
- Engage with executives to create and present conceptual wireframes and user flow diagrams to solidify design direction for a direct to consumer product
- Formalize the yearly research budget for the team

PRODUCT DESIGNER | NOV 2018 - APR 2020
- Redesigned an advisor led user flow to increase enrollment efficiency for Personal Retirement products that decreased enrollment time by 7 mins
- Defined and documented technical specifications for a team of 5 engineers for 4 frontend features, which improved the UX of the flow, increased efficiency, decreased NIGOs by 3%, and improved advisor satisfaction
- Created design documentation such as use cases, test cases, test plans, rollout plans, and defined KPIs
- Formalized and staff NextCapital's UX team by implementing new tools, processes, and a design system
- Facilitated backlog prioritization, sprint planning, grooming of user stories, and team retros
- Worked with clients to gather and translate business requirements into designs and acceptance criteria for engineers

● ORACLE-NETSUITE
STAFF TECHNICAL CONSULTANT - ESM | JUL 2017 - NOV 2018
- Coordinated efforts between project functional and technical teams to develop detailed design documentations to meet client specifications
- Provided post-implementation optimization for performance and scalability, scripting and integration, and technical systems review process
- Gathered requirements by analyzing business needs and provide estimation of time allotment to meet technical requirements

● SALESFORCE
TECHNOLOGY SPECIALIST INTERN | MAY 2016 - AUG 2016
- Created documentation blueprints, performed quality assurance work, and collaborated with sales team and clients to gather project requirements
- Built up knowledge of the Marketing Cloud platform in order to plan and build efficient technology solutions using SQL, AmpScript, and HTML

TOOLS

SKETCH

INVISION

MIRO

JIRA

LANGUAGES

JAVASCRIPT

SUITESCRIPT

PYTHON

AMPSCRIPT

HTML

ACTIVITIES AND LEADERSHIP

CODE FOR CHICAGO

CHICAGO FOOD DEPOSITORY

INDIANA UNIVERSITY MENTOR

INDY DESIGN WEEK

EDUCATION

INDIANA UNIVERSITY

BACHELOR OF SCIENCE IN INFORMATICS
COGNATE: BUSINESS
MINORS: HUMAN COMPUTER INTERACTION, MARKETING