

Vansheeka Jain

UX/UI DESIGNER

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ABOUT

I'm a UX/UI designer with two years of experience designing complex digital systems. Most recently I've been leading research and design for Honda Australia's CRM platforms, dealer portals, and digital buying journeys at Persistent Systems — the kind of multi-stakeholder, enterprise-scale work where getting the details right actually matters. I've also designed a consumer mobile app from scratch, worked in a team redesigning a motorsport platform, and run independent design experiments to keep my range broad.

WORK EXPERIENCE

Persistent Systems · UX / UI Designer Nov 2025 – Present
Melbourne, VIC · Client: Honda Australia – Motorcycle Division

Working on a large-scale digital transformation initiative for Honda's motorcycle dealer network across Australia. Embedded in a cross-functional team alongside Business Analysts, Salesforce Developers, and senior stakeholders.

- Led UX research and usability assessment of Honda's Salesforce-based lead management platform, used by 150+ dealerships nationally.
- Conducted stakeholder interviews with Dealer Principals, Sales Managers, and Marketing teams to surface workflow friction and lead handling gaps.
- Mapped the end-to-end lead lifecycle across multiple systems (Honda website → Salesforce → Dealer Portal → SAP) to identify where enquiries were falling through the cracks.
- Designed an enhanced dealer dashboard with lead segmentation (Hot / Warm / Cold) to replace manual filtering and reduce cognitive load for sales consultants.
- Proposed notification and navigation improvements projected to reduce time-to-first-contact by approximately 25% based on workflow analysis.
- Translated research findings into structured UX requirements, wireframes, and documentation for development handoff.

Persistent Systems · UX / UI Designer Nov 2024 – Oct 2025
Melbourne, VIC · Client: Honda Australia – Car Division

Evaluated and redesigned key stages of Honda's digital car buying journey, from vehicle research and model comparison through to finance, trade-in, and order placement.

- Conducted user interviews with dealership staff and internal teams — surfacing recurring friction points in more than 60% of interview themes.
- Analysed cross-platform dependencies to identify where fragmentation between Honda's website, Honda Centres, and back-end systems was creating a disjointed customer experience.
- Redesigned model comparison and information architecture, resulting in an estimated 40% improvement in clarity based on internal concept validation.
- Proposed digital self-service improvements including an online ordering flow and personalised finance calculator — estimated to increase digital adoption by 30–35%.
- Delivered structured UX recommendations and design concepts aligned with Honda's broader digital transformation roadmap.

Trackday – Jumpstart Internship · UX / UI Designer (Intern) Jun 2024 – Oct 2024

Melbourne, VIC · Midnight Design Team · Team Project

Selected for Trackday's flagship internship program. Worked as part of a four-person design team to redesign the Trackday platform — Australia's community hub for motorsport clubs and events.

- Conducted user interviews with motorsport club admins and members, synthesising findings in FigJam through affinity mapping across eight key clusters.
- Created user personas, mapped key user flows, and designed wireframes for the 'Connect' feature — including messaging, group chats, and user profiles.
- Contributed to high-fidelity designs across onboarding, club discovery, event management, and an admin dashboard.
- Presented progress to the team lead in fortnightly sprint reviews throughout the 5-month engagement.

Eatcue · UX / UI Designer · Bootcamp Project

Mar 2024 – May 2024

Melbourne, VIC · Monash University UX Bootcamp

- Led end-to-end design of a mobile app helping Melbourne university students make healthier, budget-conscious food decisions.
- Ran user interviews and surveys, built affinity maps, and designed the full user journey from personalised onboarding through lessons and a reward system.
- Developed the brand identity — colour palette, custom mascots, and conversational copy — all accessibility-checked for contrast compliance.
- Achieved a 35% improvement in usability scores during testing after 19 iterations on the home screen.

Commonwealth Bank · Customer Service Representative

Mar 2024 – Aug 2024

Melbourne, VIC

- Managed 60+ customer interactions daily, resolving disputes and transaction issues with a 95% satisfaction rate.
- Communicated complex banking and fraud processes in plain language, improving customer confidence and understanding.
- Contributed to an 18% increase in Net Promoter Score through empathetic problem resolution and consistent follow-through.

SKILLS & TOOLS

Research & Strategy: User Research · Stakeholder Interviews · Journey Mapping · Service Blueprinting · Affinity Mapping · Heuristic Evaluation · Usability Testing · Workflow Analysis · Information Architecture

UX & Interface Design: Wireframing · Prototyping · Dashboard Design · Responsive Design · Interaction Design · Design Systems · Visual Hierarchy · Accessibility (WCAG)

Tools: Figma · FigJam · Miro · Jira · Confluence · Adobe Illustrator · Adobe Photoshop · Salesforce · SAP

Collaboration: Agile / Scrum · Cross-functional teams · Developer handoff · Stakeholder presentations · Design critique

EDUCATION

Monash University

Nov 2023 – May 2024

UX / UI Design Bootcamp Certificate · Remote, Melbourne

Google / Coursera

UX Design Professional Certificate · Remote

Jan 2023 – Sep 2023

GSS Jain College

Bachelor of Commerce · India

Jun 2017 – Mar 2020

References available on request