

# Vansheeka Jain

UX UI Designer | [Portfolio](#) | [j.vansheeka@gmail.com](mailto:j.vansheeka@gmail.com) | +61 468 467 948

## PROFESSIONAL SUMMARY

Experienced in leading research and delivering structured design improvements with clarity to complex digital environments through research-informed design and structured problem-solving. Skilled at translating user needs and stakeholder insights into clean, purposeful interfaces that enhance usability and support confident decision-making.

## WORK EXPERIENCE

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| <p>Nov 2025 - Present<br/>Melbourne</p> | <p>UX UI Designer<br/>Persistent Systems</p> <p>Worked on large-scale digital transformation initiatives for Honda Australia, contributing to improvements across CRM systems, dealer platforms, and customer-facing digital journeys.</p> <p>Client: Honda Australia (Motorcycle Division)<br/>Project: Salesforce CRM &amp; Dealer Management System Portal</p> <ul style="list-style-type: none"><li>Led UX research and usability assessment of Honda's lead management platform used by 150+ dealerships across Australia.</li><li>Conducted stakeholder interviews with Dealer Principals, Sales Managers, and Marketing teams to identify workflow friction and lead handling gaps.</li><li>Mapped end-to-end dealer and customer journeys (Website → Salesforce → Dealer Portal → SAP) to uncover breakdowns in lead lifecycle.</li><li>Identified usability issues impacting response times and proposed improvements supporting a 25% faster time-to-first-contact.</li><li>Designed enhanced dashboard concepts with prioritised lead segmentation (Hot/Warm/Cold) to reduce manual filtering.</li><li>Proposed streamlined notification and navigation flows to improve response efficiency and reduce repeated logins.</li><li>Collaborated with Business Analysts and Developers to translate research insights into structured UX requirements and wireframes.</li></ul> |
| <p>Sep 2024 - Oct 2025</p>              | <p>UX UI Designer</p> <p>Client: Honda Australia (Car Division)<br/>Project: Online Buying and Dealer Lead Management System Experience</p> <ul style="list-style-type: none"><li>Evaluated the end-to-end digital car buying journey, including research, booking flows, stock visibility, trade-in processes, and payment touchpoints.</li><li>Conducted user interviews across dealership and internal teams, identifying 60%+ recurring friction points affecting customer experience and operational efficiency.</li><li>Analysed cross-platform dependencies to identify workflow fragmentation and transparency gaps.</li><li>Recommended structural improvements to model comparison tools and information hierarchy, increasing clarity by 40% in redesigned concepts.</li><li>Proposed digital enhancements aimed at increasing online self-service adoption by 30–35%, reducing manual dealer intervention.</li><li>Delivered structured UX recommendations aligned with broader business transformation objectives.</li></ul>   |

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| <p>Mar 2024 - May 2024<br/>Melbourne</p> | <p>UX UI Designer<br/>Eatcue   Bootcamp Project</p> <ul style="list-style-type: none"><li>Led end-to-end UX/UI design of a mobile app helping Melbourne students plan affordable meals.</li><li>Conducted user research to identify budgeting and meal planning pain points.</li><li>Designed wireframes, user flows, and high-fidelity prototypes in Figma.</li><li>Integrated budgeting tools and smart suggestions reducing planning time by 40%.</li><li>Achieved a 35% improvement in usability scores during user testing.</li></ul>  |
| <p>Mar 2024 - Aug 2024<br/>Melbourne</p> | <p>Customer Service Representative<br/>Commonwealth Bank</p> <ul style="list-style-type: none"><li>Managed 60+ customer interactions daily, resolving disputes and transaction issues with a 95% satisfaction rate.</li><li>Investigated unauthorised transactions and ensured timely resolution.</li><li>Communicated complex banking and fraud processes clearly, improving customer understanding and confidence.</li><li>Contributed to an 18% increase in Net Promoter Score (NPS) through effective problem resolution and empathetic service.</li><li>Developed strong skills in communication, conflict resolution, and working under pressure.</li></ul> |

## SKILLS

### Research & Strategy

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

### UX & Interface Design

Wireframing · Prototyping · Responsive Design · Dashboard Design · Interaction Design · Design Systems · Visual Hierarchy · Accessibility Principles

### Tools

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

## EDUCATION

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| <p><b>Monash University</b> - (Remote)<br/>UX UI Design Bootcamp</p>    | <p>Nov 2023 - May 2024<br/>Melbourne</p> |
| <p><b>Google (Coursera)</b> - (Remote)<br/>UX UI Design Certificate</p> | <p>Jan 2023 - Sep 2023<br/>India</p>     |
| <p><b>Gss Jain College</b><br/>Bachelor of Commerce</p>                 | <p>Jun 2017 - Mar 2020<br/>India</p>     |

## REFERENCES

Available on request