

# Shristi Malla (UX designer)

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## SUMMARY

UX Designer with security clearance, specialising in complex, regulated digital services. Strong focus on user-centred design, accessibility, and service transformation, with experience leading end-to-end design from discovery through to delivery. Combines research, strategy, and design to create intuitive, accessible web and mobile experiences. Proven track record of improving live services by reducing user friction and delivering measurable outcomes, with experience applying the Government Design System and service standards in regulated environments. Trusted partner to product, engineering, CX, content, and BA teams, translating complex requirements into clear, intuitive, end-to-end user journeys. Experienced in delivering high-quality solutions for clients such as Unilever, enhancing clarity, engagement, and overall user experience.

## EXPERIENCE

### UX/UI Designer, Capita, London

August 2023-Current

- Drove alignment with GDS service standards and the GOV.UK Design System, embedding accessibility, consistency, and best practice across digital services.
- Led UX strategy across web and mobile experiences, including digital wallet mobile app, shaping how members understand and engage with pension values and enabling better decision-making.
- Owned the end-to-end user-centered design approach, from discovery (interviews, desk research, competitor analysis) through ideation, design, testing, and iteration, ensuring solutions were insight-led and outcome-focused.
- Shaped and delivered service design artefacts (journeys, service flows, prototypes) to align cross-functional teams and drive consistent, scalable experiences across complex pension journeys.
- Collaborated closely with Product Owners, Business Analysts, Developers and Analytics teams.
- Client: Partnered on UX delivery for Unilever pension digital transformation.

### UX/UI Designer, Mobilekraft (KonvergeX), London

January 2023-June 2023

- Established UI and UX design guidelines to support consistency and accessibility across platforms.
- Collaborated with development teams to ensure accurate implementation of design specifications.
- Created wireframes and prototypes to communicate design ideas and support iterative feedback.
- Planned and facilitated usability testing to identify user pain points and improvement opportunities.
- Analysed qualitative and quantitative user research to inform design decisions.
- Adapted designs based on evolving requirements and functional constraints.

## UX/UI designer, Synaptic Software (Capita), London

September 2021-December 2022

- Designed user-centred UI and UX solutions for enterprise software.
- Created wireframes, UI designs, and prototypes to support iterative development.
- Collaborated with Product, BA, and Development teams to align designs with requirements.
- Conducted usability testing and analysed user feedback to inform design improvements.
- Supported design consistency through shared UI patterns and standards.
- Adapted designs to evolving project and technical constraints.
- Conducted competitive analysis to stay informed on market trends and emerging UI/UX technologies.

## UI Designer, Ultrabloom, London

January 2021-April 2021

- Created wireframes, prototypes, and high-fidelity designs to visualise proposed user experience enhancements.
- Communicated effectively with cross-functional teams to align UI and UX strategies with business objectives.
- Adapted quickly to changing project requirements, demonstrating flexibility and problem-solving skills.

## SKILLS

- **UX & UI Design:** UX Design, UI Design, Interaction Design, Information Architecture, Journey Mapping, Service Design, Visual Design
- **User Research & Testing:** Qualitative & Quantitative Research, Usability Testing, User Interviews, Research Planning & Synthesis, Persona Creation, Survey Design, Competitive & Market Analysis
- **Design Delivery:** Wireframing, Low- & High-Fidelity Prototyping, Design Iteration, Design Documentation, UI Guidelines & Standards
- **Accessibility & Inclusive Design:** Accessibility-First Design, Inclusive Design, WCAG Awareness, Designing for Older and Low Digital Confidence Users
- **Collaboration & Delivery:** Cross-Functional Collaboration, Stakeholder Management, Agile/Scrum, Requirements Analysis, Developer Handoff
- **Regulated Environments:** Government design system, Government Design Standards /assessment (Discory, Alpha, Beta & Live)
- **Tools:** Figma, Miro, Co-pilot, Microsoft Teams

## EDUCATION

### MSc Human-Computer Interaction Design | Merit

City, University of London — London, UK | 2020

### BA Digital Culture | Merit

King's College London — London, UK | 2019

- Awarded **Best Dissertation**