

Sindhuja Shyam

strategic product design leader

EXPERIENCE

Principal Product Designer Genomics England

Jan 2021 - Present • London

Enabling a cohesive user experience for academic, clinical and pharmaceutical researchers that use the Genomics England data, steering the end-to-end design and strategy process across service and product teams.

Experience Design Lead Publicis Sapient

Apr 2020 - Sept 2021 • London

Led a team of ±5 designers to launch an interactive digital product launch for Nissan. Led a team of 2-3 designers to launch a global digital redesign project for Starbucks at Home and Nestle. Led a strategic design discovery for Waitrose. Drove partnership with YSYS to create and deliver a product design training course for young Londoners from underrepresented backgrounds.

Senior Experience Designer Publicis Sapient

Sep 2019 - Apr 2020 • London

Design from research, prototyping to delivery on Dove and Nissan accounts.

User Experience Designer Native Instruments

Apr 2017 - Jun 2019 • Berlin

For the digital team team, launched redesigns check-out & support pages. For the Traktor DJ2 team, worked on various interaction designs for the DJing app across iOS, desktop, hardware. Set up & executed external qualitative user testing across Europe and North America, resulting in insights that de-risked development.

UX Designer Vodafone Netherlands

Aug 2015 - Apr 2016 • Amsterdam

Led circular economy design project, delivering 2 year roadmap with design concepts. First service concept launched in 2016 (Vodafone NEXT).

Design strategist at Fronteer (Amsterdam, 2016-2017) • User researcher at HOMIE (Delft, 2016) • Interactive Media Manager at Viacom (Berlin, 2013 - 2015) • Innovation Insight Journalist at Protein (London, 2013 - 2014)

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EDUCATION

BSc in Industrial Design Engineering

Delft University of Technology 2008 - 2011

MSc in Strategic Product Design

Delft University of Technology 2012 - 2016

Electives Business & Social Science

National University of Singapore 2011 - 2012

d.school for Design Thinking

Hasso Plattner Institute 2012

MENTORING

Google UX Design

YSYS (2023)

Break the Wall 26

Creative Mentor Network (2022)

Digital product design

YSYS, Creativity Works, Mayor of London (2021)

TOOLS

Figma, Sketch, Framer, Principle, Invision, Adobe Creative Suite, Agile, Confluence, JIRA, Wordpress, HTML/CSS, SPSS

LANGUAGES

Dutch (native)
English (native)
Tamil (native)
Hindi (advanced)
German (basic proficiency)