

Sheliza Jivani

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Work Experience

Citigroup

Aug 2019 – Dec 2021

Agile Product Owner

Remote

- Managed and improved a global internal Resource Management portal by translating technical product requirements from stakeholders into user stories in JIRA
- Collaborated with UX team weekly to improve the user experience of the portal by conducting research and analysis to solve user problems, and incorporate new features
- Led design thinking workshops with engineering, business, and cross-functional teams to improve designs for desktop, tablet, and mobile interfaces of the portal
- Defined KPIs & analyzed site usage in Google Analytics to identify opportunities and market existing core capabilities resulting in increased site usage by 350% and user retention by 51%
- Launched **Citi's first website** that was inclusive, and incorporated designs for accessibility (users with visual, motor, auditory, speech, cognitive disabilities)

Georgia Institute of Technology

Aug 2021 - Current

Graduate Research Assistant

Atlanta, GA

- Conducted research for the creation of a tool that uses machine learning/NLP to identify Georgia Tech students' cognitive presence in learning system (Piazza)
- Conducted interviews with stakeholders and performed data coding analysis to engineer features that classify cognitive presence levels for text classification
- Created affinity maps based on semi-structured user interviews and participated in ideation sessions with the team

Citigroup

May 2019 - Aug 2019

UX and Analytics Intern

Tampa, FL

- Worked with UX team to launch an end-to-end redesign of Citi's internal Resource Management system available to over 200,000 employees
- Identified user pain points/needs through Qualitative and Quantitative research methods, and created iterative prototypes, which were tested with users
- Conducted card sorting and tree testing activities to determine the information architecture of the system and participated prototyping evaluation activities
- Conducted research and analysis to promote inclusivity and incorporated designs for accessibility (users with visual, motor, auditory, speech, cognitive disabilities)

Bankers Financial Corporation

Jun 2018 - Dec 2018

Information Technology Intern

St. Petersburg, FL

- Monitored and resolved technical support requests to 550 employees
- Supported project managers with project planning, strategy, and pulling data using SQL queries to automate and document lower level support requests

Projects

Sustainable Industrial Design – Product Manager & Researcher

- Led end-to-end research and design project to create an interface that educates & encourages industrial designers to use sustainable materials during product design
- Established project vision in addition to conducting user research and design activities to ensure the project aligned with timeline of deliverables

Citi Think Tank Competition (2nd place)

- Identified a target market and developed solutions to market Citi in the Tampa Bay area with a budget of \$35,000
- Developed an action plan, and presented solutions to judges and an audience of over 120 people, and featured on Citi's website and Citi's social media channels

Education

Georgia Institute of Technology

Aug 2021 - Expected May 2023

MS - Human Computer Interaction,
Management of Technology

GPA – 4.0

The University of Tampa

May 2019

BS in Management Information
Systems & International Business

Minor: Business Analytics

GPA – 3.87

Skills

UX Methods

Competitive Analysis

Affinity Mapping

Storyboarding

A/B Testing

Prototyping

UX Tools

Figma

Adobe XD

Google Analytics

Qualtrics

Accessibility

WCAG / 508 Testing

WCAG / 508 Design

Product Management

JIRA

HP ALM

Oracle E-Business Suite R12

Tableau

AWS

Programming Languages

SQL, CSS, HTML, JavaScript, Java

Languages

English, Hindi, French