**Shilpa Sahdev**

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Pune, India.

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**SUMMARY:**

**Post-graduate M.A.**, with specialization in English, **Certified Usability Analyst (CUA),** having total around 5+ yrs. experience. Have hands-on experience in content-writing, building usable and effective information architecture, ux writing and have also handled technical documentation, editing and proof-reading for various clients. I’ve also been involved in concept-building and copy-writing, while working with different clients on various print-media creatives, websites and corporate presentations.

**CAREER OBJECTIVES:**

Seeking an opportunity and position to utilize my skills and abilities in a reputed organization, which offers a professional environment for growth, while being resourceful, creative, innovative and flexible.

**PROFESSIONAL EXPERIENCE:**

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| • Mehta & Pazol Consulting Services Pvt. Ltd. (MPCS) | | From May 2012 - May 2014 |
| • Pure IT Pvt. Ltd. | | From Feb. 2007 - Oct. 2009 |
| • Graffix Infotech Pvt. Ltd.    In Addition:- |  | From Jun. 2006 - Feb. 2007 |
| • Freelance Assignments (Intermittent)    **EXPERIENCE SUMMARY:** |  | From Aug. 2011 - Till date |
| **MPCS PVT. LTD.,** |  | **May’12– May’14** |

**Designation: Senior Technical Content Writer**

**Role:** My role involved working as a Sr. Technical Content Writer to provide technical documentation to the client. The role here involved understanding internal client (MPCS technical employees) requirement and aid in content creation as per brief given regarding user manuals and technical documents.

**Responsibilities:**

* Requirement analysis and effort estimation for technical documentation.
* Understanding project data and preparing technical documentation for each component.
* Create and update user manuals for various software modules in the help console.
* Co-ordinating with UI designer and software developers for content and UI integration.
* Conducting detailed documentation review.

**PURE INFORMATION TECHNOLOGY PVT. LTD., PUNE Feb’07 – Oct’09**

Pure Information Technology Pvt. Ltd. (Usability Research) is a Pune-based company providing Usability solutions to clients for their web application or websites. The aim of the company is to provide effective, user-friendly designs to their clients, keeping in mind the user experience model.

**Designation:** Usability Analyst

**Role:** My role involved working in a team as a Usability Analyst / Content Writer to provide effective Usability solutions to the client. The role here involved understanding client requirement and providing the best design solution possible from usability perspective, so as to increase the effectiveness of the application/website.

**Responsibilities:**

* Conducting User-centered analysis, paper prototyping, high-level IA creation in MS Visio, apart from providing ux writing solutions and carrying out user testing.
* Creating a Process Flow Matrix Document for better understanding on the working of the respective intranet application/website.
* Creating detailed Functional Specifications Document.
* Preparing Project presentations and case studies.

**Key Clients:**

* Diligent Media Corporation Ltd. (3dsyndication.com – Content Syndication Portal)
* Citibank India (Online Banking Website Application)
* ITNation India Pvt. Ltd. (techtree.com – Technology Portal)
* Kotak Life Insurance (Online Insurance Portal)
* Larsen and Toubro InfoTech Ltd. (‘Pragati’ – Appraisal Management System)
* Gera Development Pvt. Ltd. (Brand-building assignments)

**GRAFFIX INFOTECH PVT. LTD., PUNE Jun’06 – Feb’07**

Graffix Infotech Pvt. Ltd. was a Pune-based company that provided creative, as well as, IT solutions to the clients, be it print advertisements, website development or corporate presentations.

**Designation:** Content-writer/Visualizer

**Role:** My role involved working in a team as a content writer-cum-visualizer to create content and voice-over script for multimedia corporate presentations, print media etc.

**Responsibilities:**

* Preparing punch-lines, copy and content for various print projects like, press ads, magazine ads, brochures, hoardings and displays.
* Creating documents for presentation of completed projects to clients.
* Had also been instrumental in the production of an in-house magazine, ‘*Expressions Unlimited*’, for which I had been handling the content development and editing.
* Apart from the above, was also involved in concept-building for projects like, Radio Mirchi, Safe Pack and Rajlaxmi Jewellers.

**Key Clients:**

* Radio Mirchi
* MIT College
* ICFAI

**FREELANCE ASSIGNMENTS Aug’11 – Till date**

**MOBIKON TECHNOLOGIES PVT. LTD., PUNE Aug’11 – Mid April’12**

**Designation:** Freelance Writer

**Role:** My role involved working as a freelancer to provide marketing and web content to the client. The role here involved understanding client requirement and aid in content creation as per brief given by the client regarding website / marketing needs.

**Responsibilities:**

* Creating informative articles for websites and print publication
* Creating product-specific and detailed website content
* Creating content for specific product as per marketing requirement

**Key Clients:**

* Mobikon Technologies Pvt. Ltd. ([www.konektmobile.com](http://www.konektmobile.com/) , [www.konektfeedback.com](http://www.konektfeedback.com/)

[www.konektsocial.com](http://www.konektsocial.com/) , [www.konektmarketing.com](http://www.konektmarketing.com/) )

**MARKETS AND MARKETS PVT. LTD., PUNE Jan’14 – Mar’14**

**Designation:** Freelance Writer

**Role:** My role involved working as a freelancer to provide web content and in-depth report content on the latest and the most searched topics in the business such as computer technology, life sciences, biotech, consumer goods etc. to the client.

**Responsibilities:**

* Creating robust website content
* Creating domain-specific and detailed report content
* Proof-reading and editing of report write-ups.

**Key Clients:**

* MarketsandMarkets [(www.marketsandmarkets.com,](http://www.marketsandmarkets.com/) [www.reportsnreports.com)](http://www.reportsnreports.com/)

**SOVIASOFT TECHNOLOGIES (TAMPA,FL) May’16– Aug’16**

**Designation:** Freelance Writer

**Role:** My role involved working as a freelancer to provide website content.

**Responsibilities:**

* Creating targeted website content keeping in mind specific keywords for SEO purpose.
* Providing content and inputs from Usability perspective for enhancing user experience on the website.
* Proof-reading and continual website content revision as requested by client.

**Key Clients:**

* Soviasoft Technologies [(](http://www.marketsandmarkets.com/)[www.soviasoft.com](http://www.soviasoft.com)[)](http://www.reportsnreports.com/)

**PATRIOT SOFTWARE INDIA PVT. LTD. Jun’16 – Nov’17**

**Designation:** Freelance Writer

**Role:** My role involved working as a freelancer to provide technical documentation for the client and creating detailed yet simplified content for user manual.

**Responsibilities:**

* Creating technical specification document
* Creating simplified content for user manual
* Creating process-flow diagrams and flow-charts for the user manual.

**AJIRA AI LLC. Feb’20 – Till Date**

**Designation:** Freelance Writer

**Role:** My role involved working as a freelancer to provide help documentation for the client and creating detailed user manual for the insurance domain.

**Responsibilities:**

* Creating detailed specification document
* Creating step-wise screen-specific content for user manual
* Creating process-flow diagrams and flow-charts for the user manual.

**EDUCATION:**

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| --- | --- |
| POST GRADUATION : | M.A. (English) with ‘A’ Grade (Under Credit and |
|  | Semester System), (69.5%) from University of Pune in 2004. |
| GRADUATION : | B.A. (English) with First Class with Distinction (70%) from Fergusson College, Pune in 2002. |
| HIGHER SECONDARY SCHOOL CERTIFICATE (H.S.C) : | 76% from Vidya Bhavan Junior College, Pune in 1999. |
|  |  |
| SECONDARY SCHOOL CERTIFICATE (S.S.C) : | 70.66% from St. Joseph’s Convent High School, Pashan, Pune in 1997. |

**PROFESSIONAL COURSES:**

* Successfully completed **CUA certification** conducted by **Human Factors International (HFI)** in January 2009 and scored 85% to become a **Certified Usability Analyst** **(CUA)**.

* Completed the **Dual Diploma Course** (Professional Course in Web Engineering + Advanced

Diploma in Multimedia, Special Effects and Web Designing) from Arena Multimedia with Distinction.

**ADDITIONAL INFORMATION:**

➢ Completed an Internship with **The Times of India - Pune Times**, from December 2004 to March 2005, wherein I got an opportunity to explore and display my journalistic and editing skills in feature writing.

**KEY STRENGTHS:**

* Content building
* Good communication skills
* Ability to work in team
* Positive Attitude
* Willingness to learn