UX PORTOFLIO

Shubhi Shrivastava

Senior Product / Lead UX Designer

15+ years designing global, cross platform experiences • Loyalty Travel Financial services • London, UK

PROFILE

I turn complex systems into scalable, accessible journeys, partnering across research, content, product, marketing and engineering to drive adoption, retention and measurable growth.

Outside of work I'm a photographer and artist. That creative practice, rooted in travel, culture and storytelling, shapes how I design meaningful experiences.

WHAT I DO

- Systems thinking
- Design strategy
- Research & analysis
- Information design
- Interaction & visual design
- Accessibility & inclusion
- Usability testing
- UX storytelling

RECENT

Lead UX Designer, Expedia Group	2022-26
Senior UX Designer, Cognizant	2014-22
UX Designer, Cognizant	2011-14

HOW I LEAD

Design Leadership, not just deliverables

01

Vision & strategy

Set experience principles and future-state direction before pixels

02

Measurable outcomes

Measure design by the outcomes it moves, growth, adoption and loyalty, not the feature it ships

03

Cross-functional influence

Align product, engineering, legal, marketing and external partners

04

Research & discovery

Ground decisions in interviews, journey mapping and usability testing

05

Leading the team

Own the end-to-end XD effort and guide designers to a shared bar

WAYS OF WORKING

AI as a design accelerator

Speed up discovery, surface risks early, and communicate concepts faster

Pressure-test high-stress journeys, edge cases and "what if" scenarios

Draft narrative and messaging variants so partners align on a direction sooner.

Synthesize research inputs into clear, decision-ready takeaways

I own the decisions

Tools: Claude, Figma AI, UX Pilot, ChatGPT

SELECTED WORK

Five projects, chosen for impact

One Key Credit Cards

~9% YoY increase in gross bookings across Expedia, Hotels.com & Vrbo

Web • iOS • Android

Flight Delay access

Premium loyalty benefit that deepened Gold and Platinum engagement and brand trust

iOS • Android

Hotels.com Rewards

Rebuilt rewards and the pillar page around OneKeyCash, fewer tabs, a personalized one-page story

Web • iOS • Android

Panorama

Unified scattered client data; app usage rose 40-50% within a year

Web • Native • B2B

Steer team

Streamlined daily workflows and sped up supervisory decisions

Web • Native • B2B

CASE STUDY 01 • LEAD UX DESIGNER

One Key Credit Cards

A co-branded card program inside the One Key loyalty ecosystem. One currency, earned and redeemed across Expedia, Hotels.com and Vrbo



Web & native • US point of sale • Partner bank • 1.5-2 years

ONE KEY CREDIT CARD • MY ROLE

How I led the credit-card journey

Owned

UX for the pillar page, credit-card use at checkout, and card management, plus acquisition strategy, systems thinking, delivery and testing

Co-created the system

Found gaps in existing components and partnered with the design-system team to build scalable, credit-card-specific ones

Navigated legal & compliance

Balanced regulatory requirements with clarity, validating direction with research at every step

WHO I ALIGNED

Product
Engineering
UX research
Marketing
Content design
Legal & compliance
Design system team
External bank partner - Wells Fargo

Cross-functional alignment on strategy, feasibility, compliance and brand was the core of leading this work

From scattered explorations to aligned decisions

Connect fragmented entry points

From

Multiple touchpoints across pillar page, checkout, rewards, email, ads, and partner channels

To

A connected journey that clarified where users discover, compare, check eligibility, and apply

Why it mattered

This helped teams align on the role of each surface instead of treating every placement as a standalone promotion

Simplify regulatory complexity

From

Heavy upfront terms, links, disclaimers, and benefit details

To

Clear hierarchy, progressive disclosure, and a softer “Check now” CTA

Why it mattered

Users needed confidence and comprehension before entering a credit-card eligibility flow

Prioritize high-intent placements

From

Generic card promotion surfaces

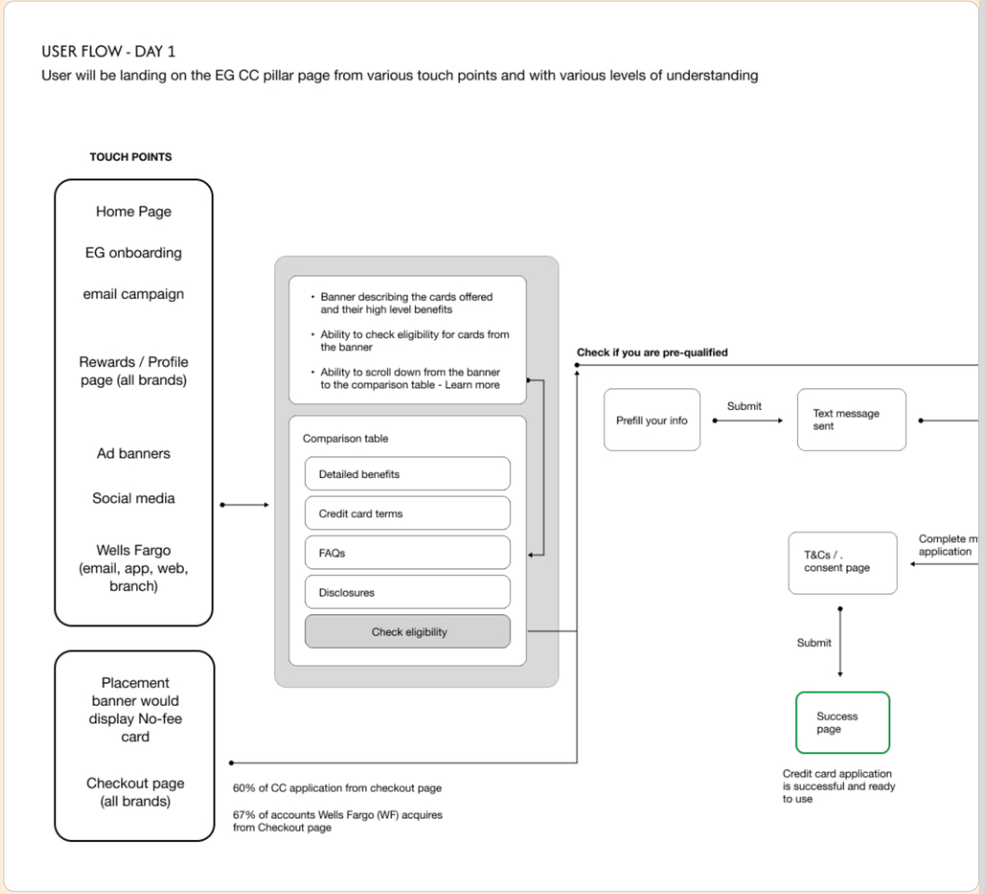
To

Contextual placements on pillar page, checkout and rewards

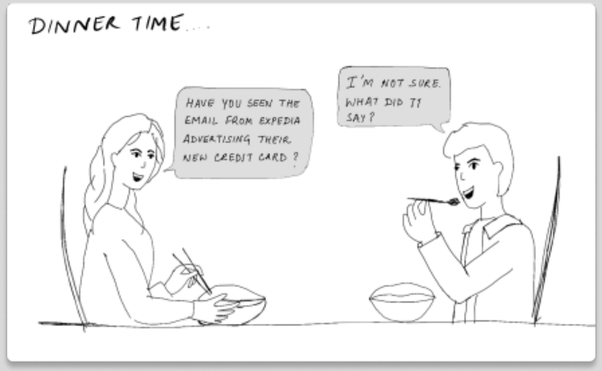
Why it mattered

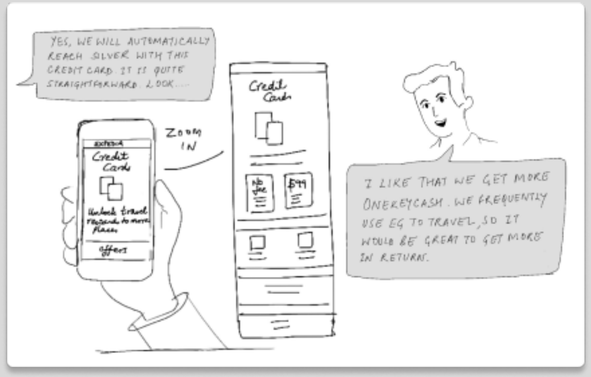
The card was more relevant when users could understand the reward value in the moment

TRAVELER JOURNEY • STORYTELLING

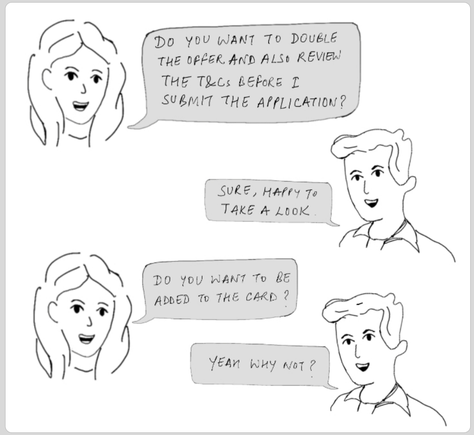








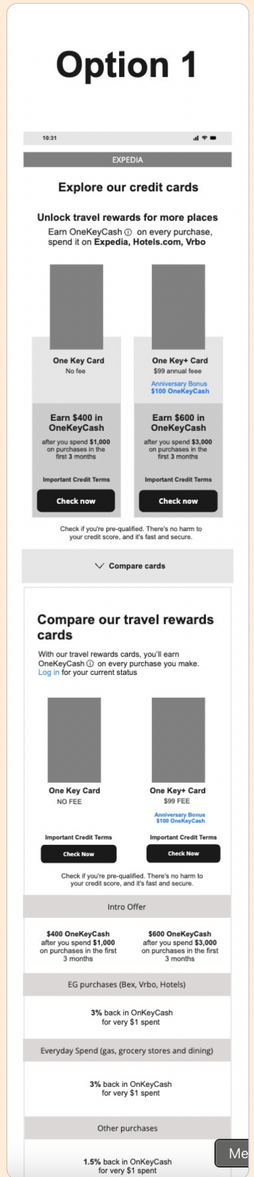


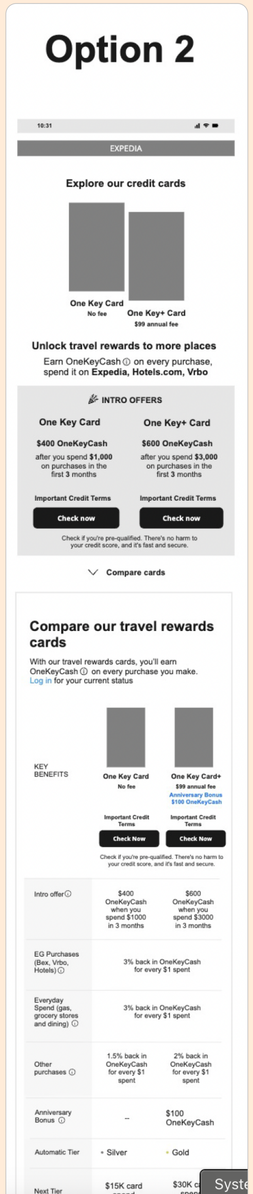


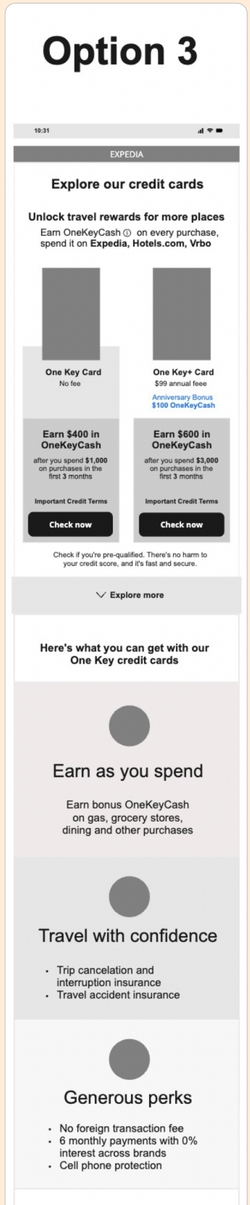


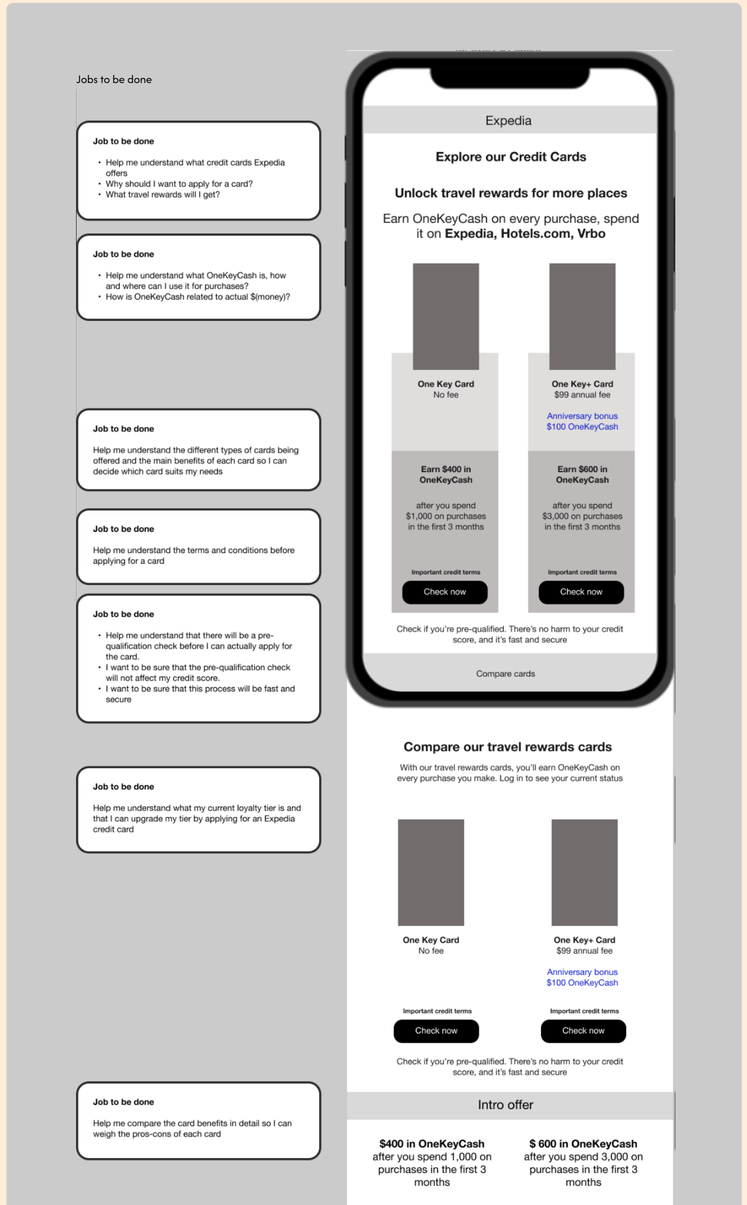
Created an end-to-end **traveler journey storyboard** that uncovered critical gaps and guided senior travel leadership decision-making

WIREFRAMES • JOBS TO BE DONE









Above the fold view

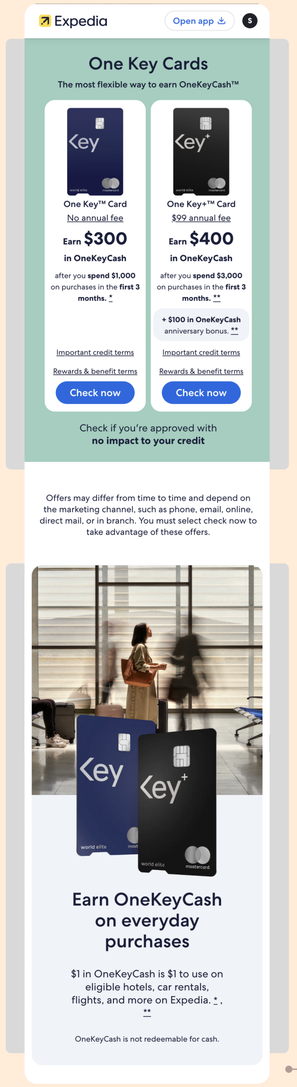
Clearly introduces the two credit cards One Key Card and One Key+ card with key information:

- Cards can be used across brands
- Intro offers
- Highlight features unique to One Key+ card
- 'Check now' CTA - travelers can apply for credit cards from the top of the page

Below the fold

Detailed comparison table to show benefits of each Credit Card

LAUNCHED DESIGNS



Above the fold

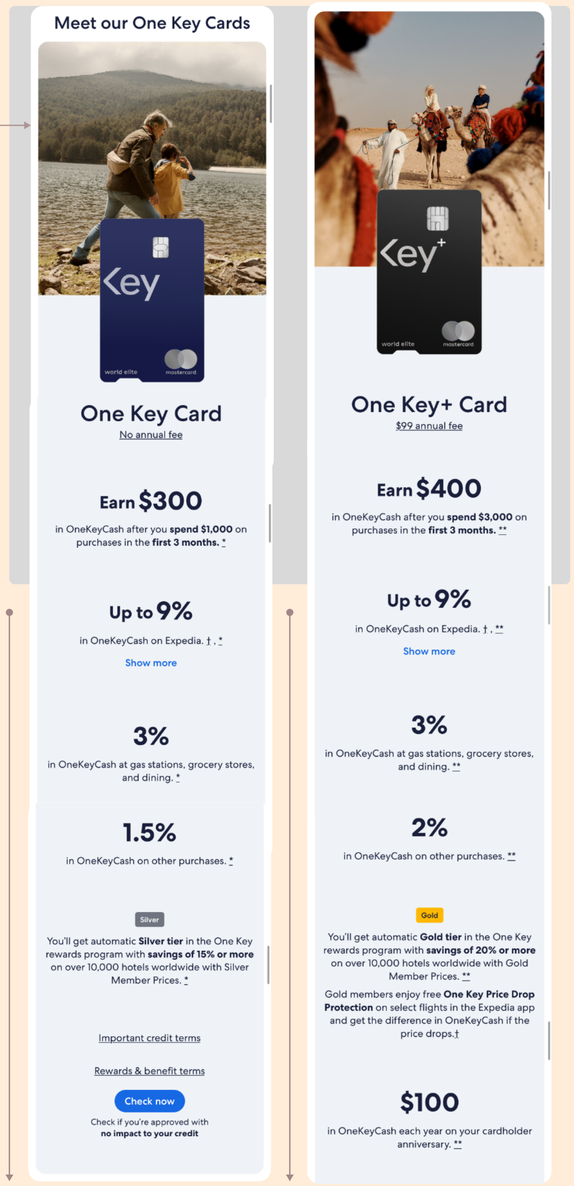
Provide travelers with concise information about both the cards for quick and easy decision making on which card to apply

Below the fold

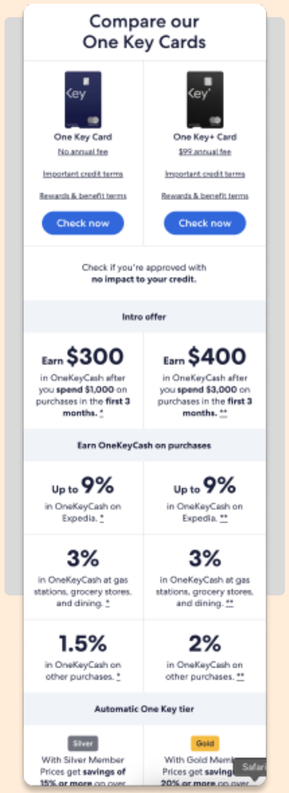
Due to low awareness of the One Key loyalty program, it was important to reinforce and highlight what OneKeyCash is and how travelers can earn it through their credit card purchases

Page scroll

Display details of each card individually



Card comparison

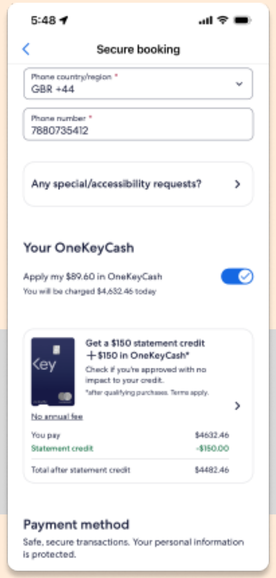


Key design adjustments

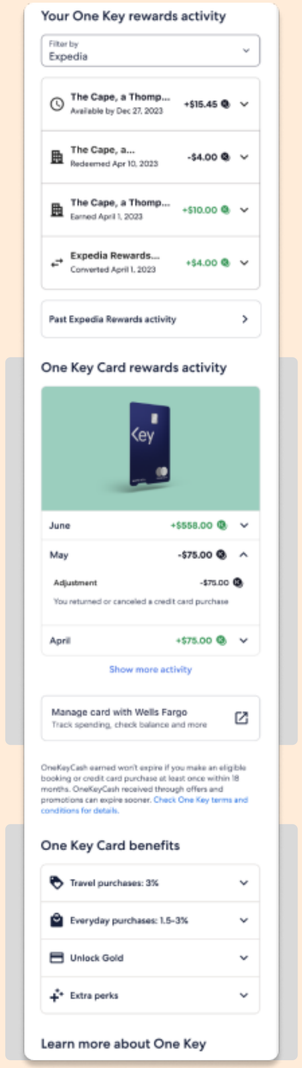
- Regulations required quick access to rewards, benefits, and credit terms, leading to multiple links and disclaimer icons that added visual complexity to the pages
- Research showed 'Up to 9%' confused users. Multiple design explorations failed to clarify it, so the details were ultimately hidden in a collapsed view to reduce confusion
- Initial designs included a floating 'Compare Cards' button for users who wanted to compare without reading each card's details, but it was removed after multiple feedback rounds
- CTA changed from 'Apply now' to 'Check now' to clarify the credit check step

LAUNCHED DESIGNS

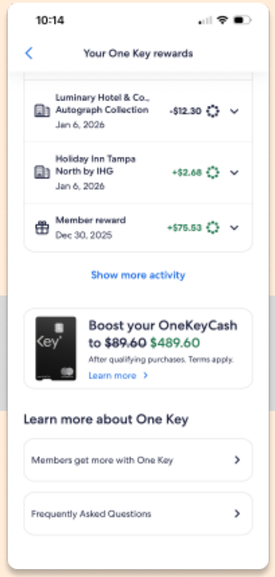
CC placement on Checkout



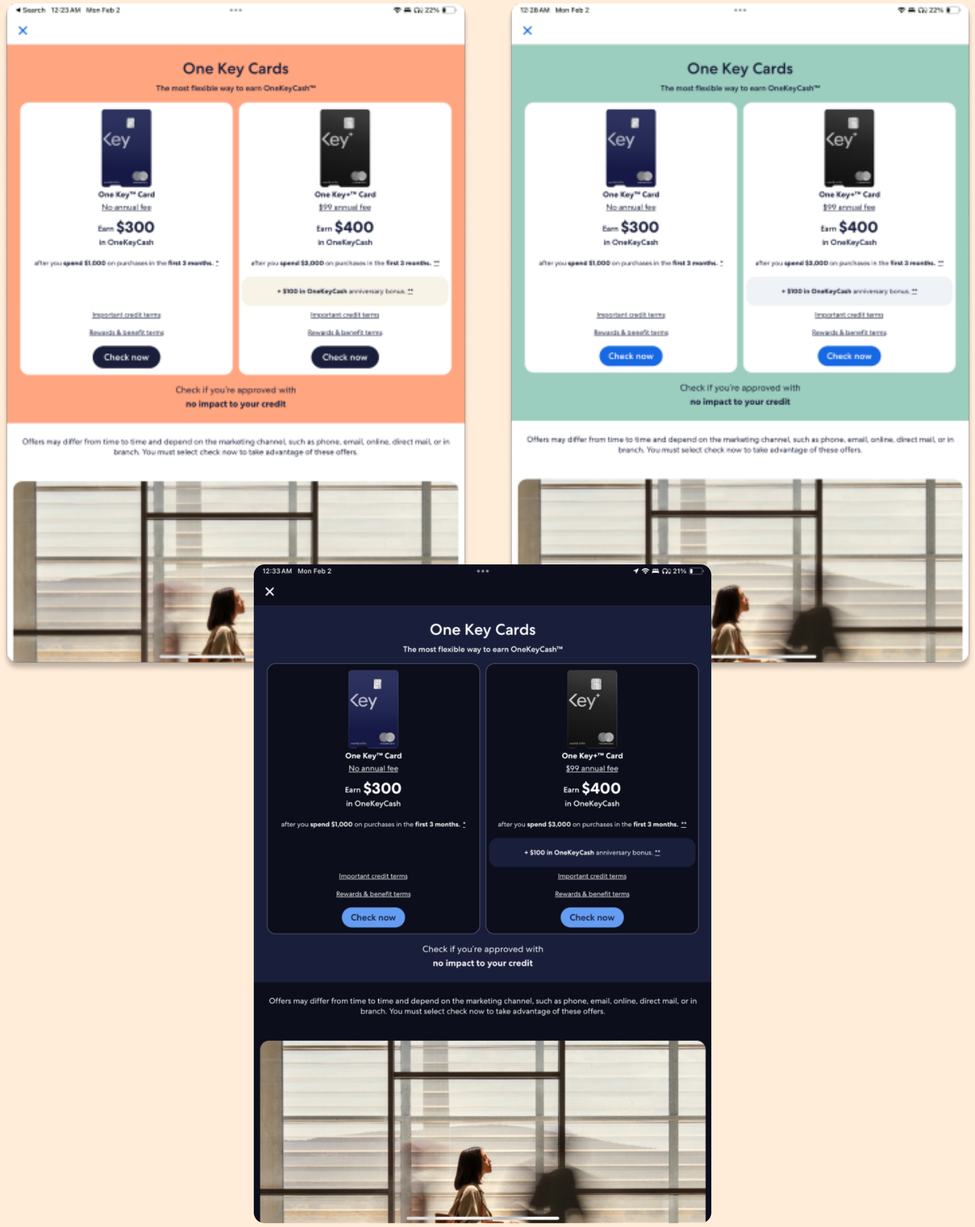
To reduce cognitive load at checkout, only the "no-fee" card was shown to simplify decisions and spark traveler interest. The design later incorporated a "show the math" feature post-MVP



CC placement on Rewards



Different theming for Expedia, Vrbo and Hotels.com brand



ONE KEY CREDIT CARD • IMPACT

~9%

YoY increase in gross bookings across Expedia, Hotels.com and Vrbo leading to behaviour change, not just sign-ups

60-67%

of applications originated at checkout, where personalized "show the math" savings drove an opt-in uplift post-MVP

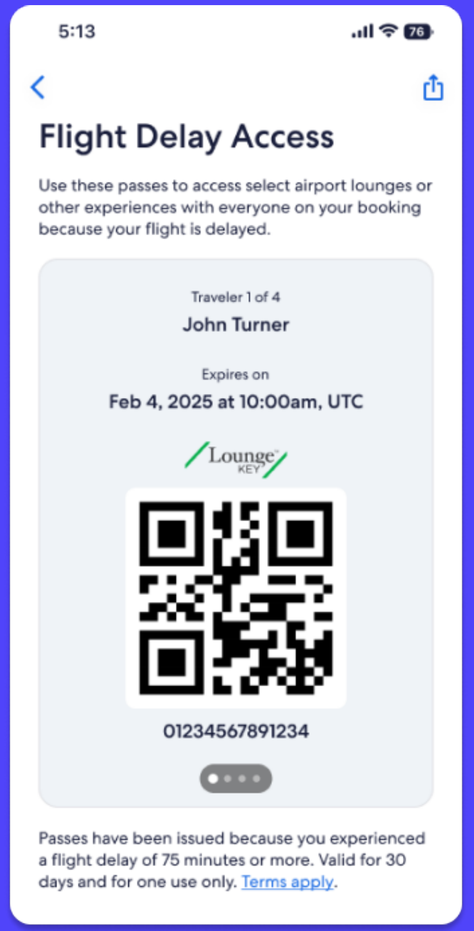
Fast path to Loyalty

Immediate tier upgrades on approval incentivised repeat bookings to unlock higher tiers

CASE STUDY 02 • LEAD UX DESIGNER

Flight Delay Access

An elusive OTA benefit providing Gold and Platinum members with on-the-spot support during flight delays where all travelers in the itinerary get passes to access airport lounges and experiences



Mobile-first, native & web • Gold & Platinum tiers • US → UK rollout

FLIGHT DELAY • PROJECT

Support in the moment of flight delay

TRAVELER PAIN POINT

1 in 5 flights is delayed, a stressful moment with no clear, immediate support

CHALLENGE

Turn a partner-driven perk, dense with pass, eligibility and vendor logic, into something calm, instant and native

BUSINESS GOALS

Deepen tier value and loyalty for Gold and Platinum members while protecting brand credibility

APPROACH

Reframe around the stress moment, ‘what does the traveler need in the next 2 minutes?’ and map current vs future state journeys

FLIGHT DELAY • MY ROLE

Owned the experience vision and led the XD team

Owned

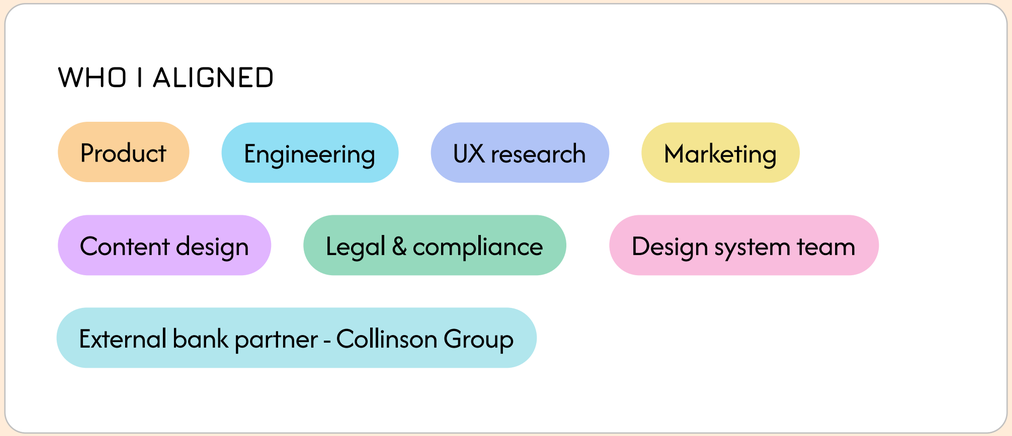
End-to-end experience strategy and led the XD team, defining the vision and guiding research and journey mapping throughout

Experience strategy & discovery

Defined experience principles, mapped current vs future state journeys, and ran workshops to align on traveler needs, success metrics and the moments that differentiate a premium experience

Cross-functional collaboration

Co-created BRDs with product, partnered with marketing on benefit positioning and launch messaging, and coordinated external vendor flows



FLIGHT DELAY • DESIGN LEADERSHIP

From explorations to aligned decisions

Position the benefit as immediate relief

Stakeholder tension

Teams wanted to highlight the premium benefit, but users in a delay moment needed calm, clarity and fast action

My role

Reframed around the stress moment using journey mapping to shift from benefit discovery to real-time support

Outcome

A mobile-first, simple flow focussed on immediate access to passes or OneKeyCash

Balance partner constraints with a seamless traveler experience

Stakeholder tension

The partner needed specific pass, QR, expiry and eligibility logic; Expedia needed it to feel native, purposeful and trustworthy

My role

Mapped current and future state flows with product, engineering and the external partner to clarify dependencies and reduce ambiguity

Outcome

One agreed flow that stayed native to Expedia while meeting every partner rule

Define success beyond launch delivery

Stakeholder tension

Every team measured success differently, installs, tier progression, usage, support

My role

Facilitated alignment on shared success metrics tied to both traveler and business value, not just shipping the feature

Outcome

A common definition of success that guided the roadmap post launch

USER FLOW • QUESTIONS

Stress-Moment Experience

- During a high-stress situation like a flight delay, how might we present this benefit as immediate relief rather than added friction?

Access & Usage

- How can travelers quickly access and use this benefit during a flight delay?
- If travelers can't use the benefit immediately, where can they save or retrieve their passes for later use?
- How can travelers easily share passes with others on the same itinerary?
- How can travelers seamlessly access lounges or other eligible experiences once a pass is available?
- Can location-based services surface relevant lounge or experience options nearby?
- Can we detect the traveler's airport and terminal to proactively display eligible lounge details, directions, and access requirements?

Discovery & Awareness

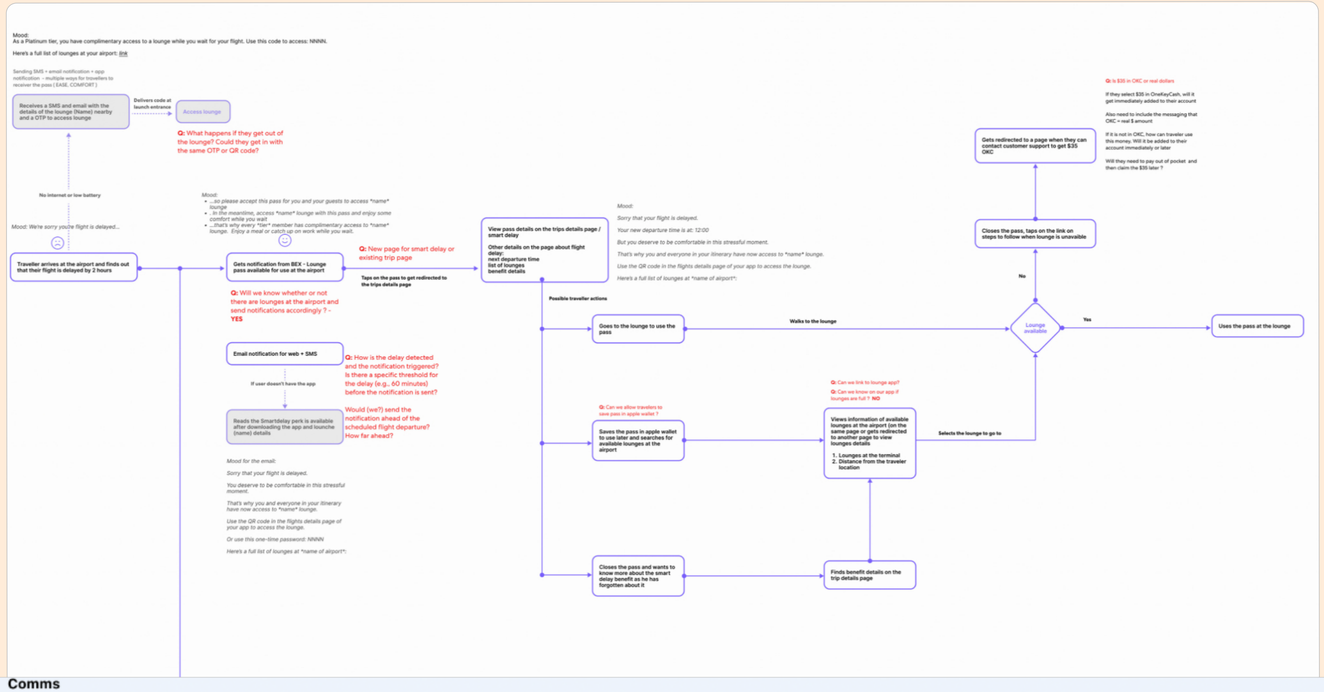
- How will travelers discover this benefit (e.g., pre-trip notifications, emails, or in-flow banners)?
- When is the most effective moment to surface this benefit during the travel journey?

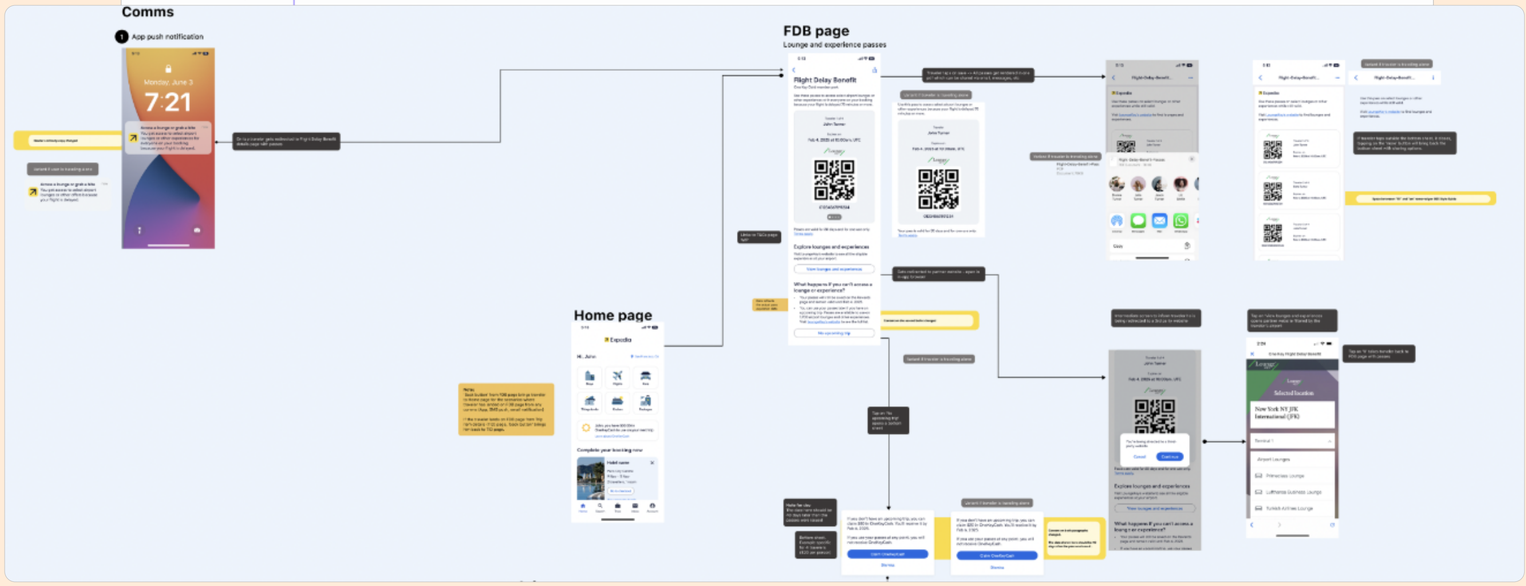
Adoption & Engagement

- How might we encourage travelers to use their passes once they have access?
- What signals or nudges can drive repeat or timely usage?

Tier Strategy & Upsell

- How can this benefit be extended to lower-tier members?
- How might we position this benefit to motivate members to upgrade tiers for eligibility?

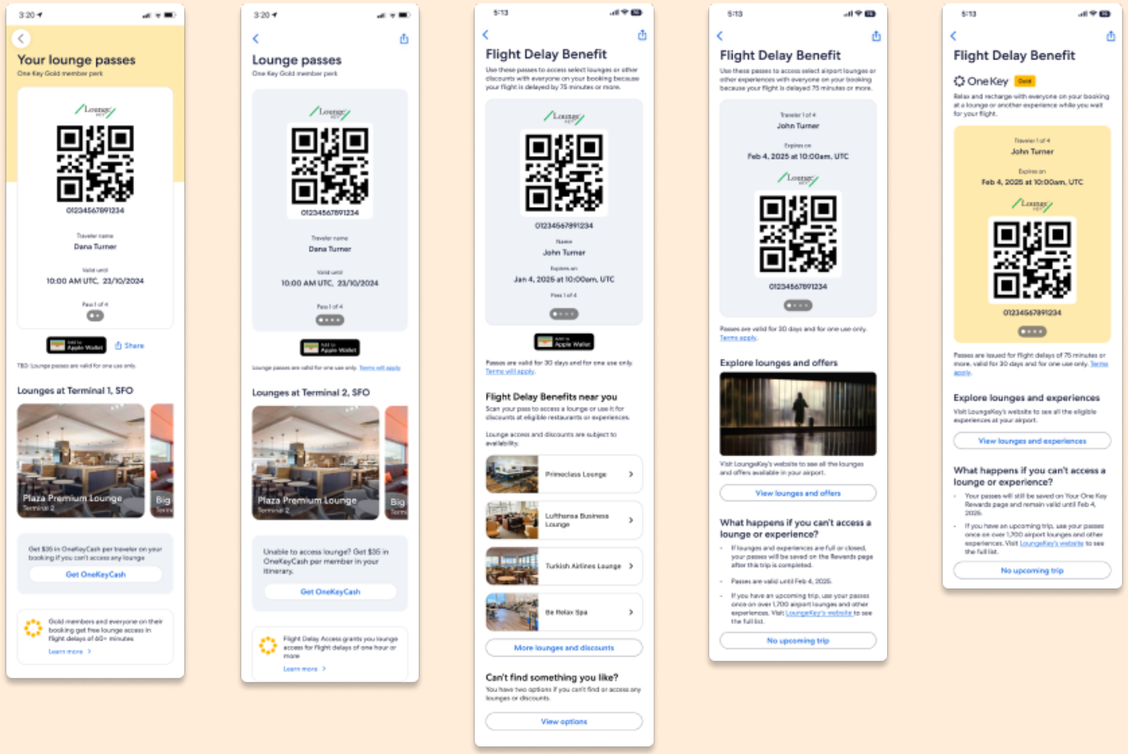


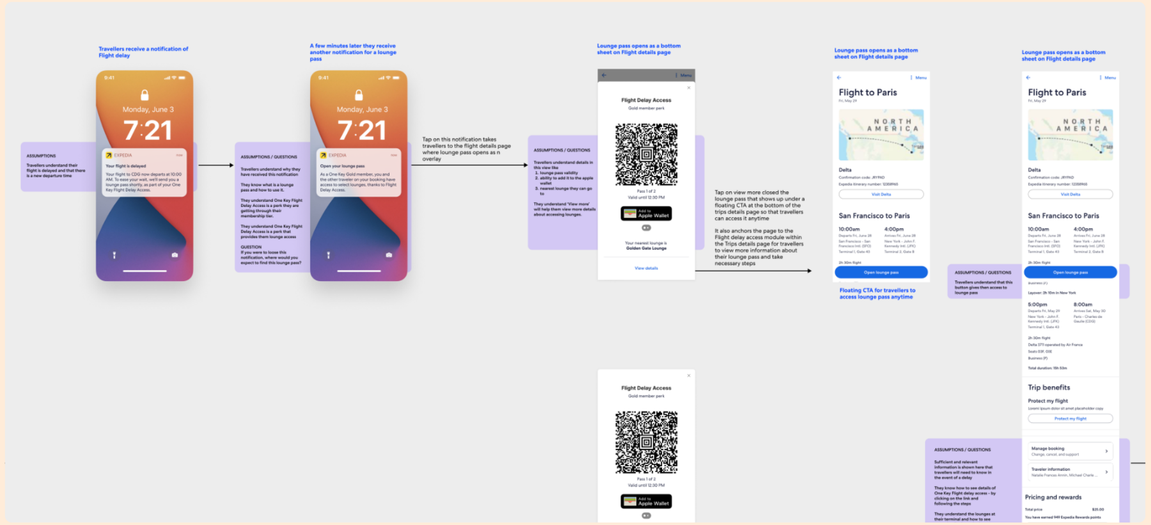


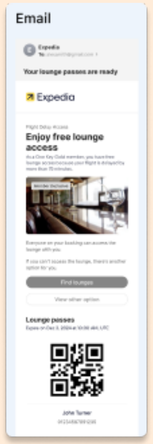
DESIGN EXPLORATIONS

- Explored multiple variations of the flight delay benefit landing page, allowing travelers to view passes for themselves and all members on their itinerary
- Conceptualized location-based experiences, including detecting the traveler's terminal and surfacing relevant lounge details upfront, while clearly highlighting tier status and eligibility through One Key membership
- Proposed multi-channel notifications to ensure travelers can reliably receive their passes
- Enabled travelers to save passes to their digital wallet for quick and convenient access
- Designed return-user experiences so saved passes remain easily accessible on the app home screen when travelers come back later

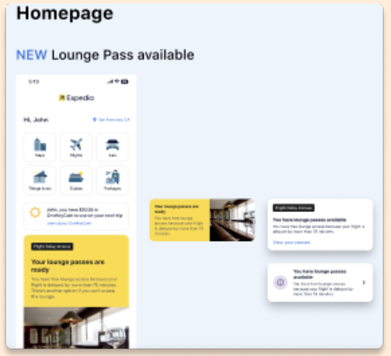
Evolution of the Flight Delay Page



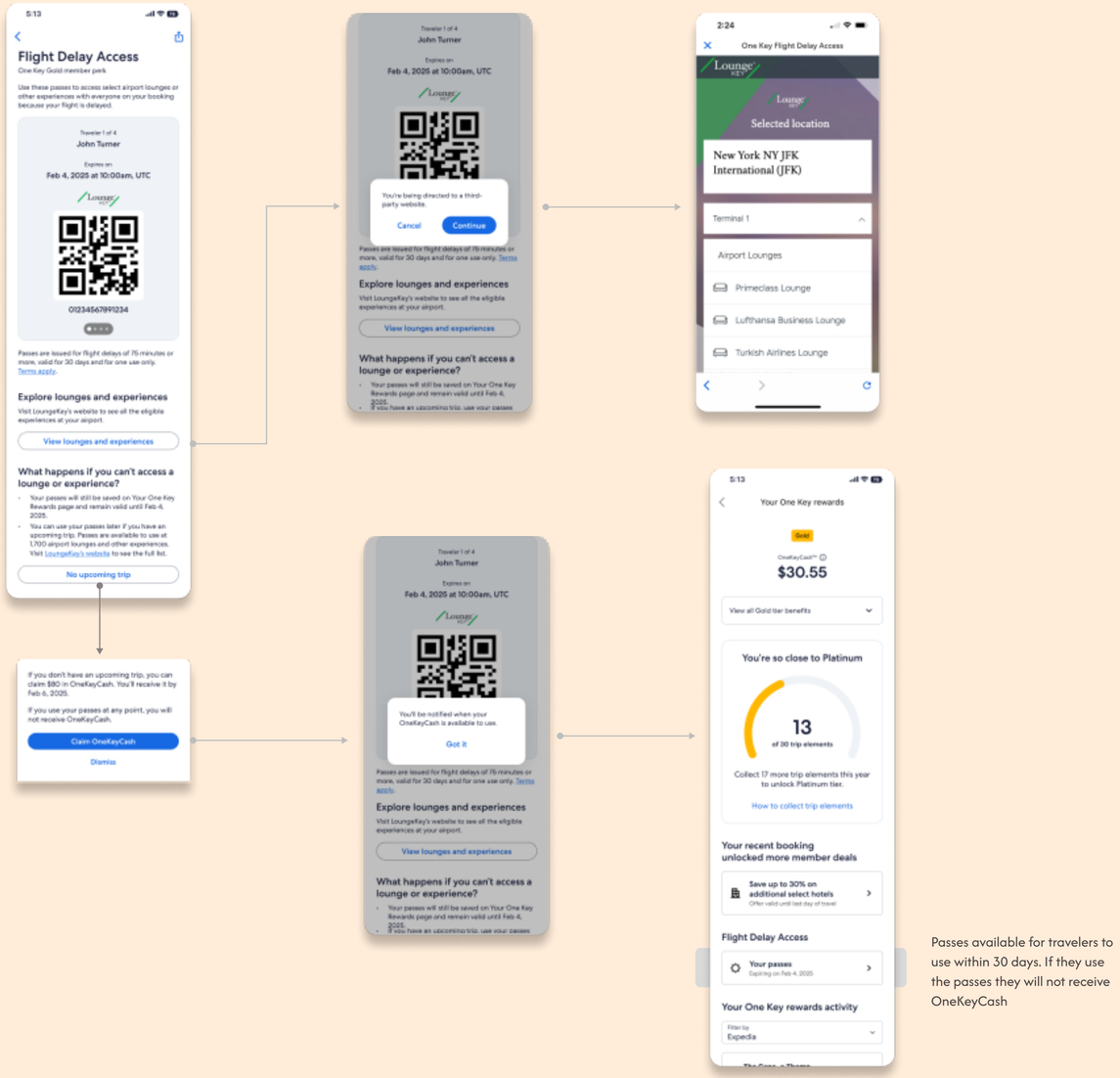








LAUNCH DESIGNS



Passes available for travelers to use within 30 days. If they use the passes they will not receive OneKeyCash

Key design adjustments

- Certain features, like save-to-wallet and terminal-based lounge previews, were deferred due to technical constraints
- Tier highlighting was postponed because of tight delivery timelines
- To maximize early impact, tier mentions were removed, and the benefit was delivered as a surprise-and-delight experience for a cohort of Platinum travelers
- Ensuring travelers understood that passes remained valid even after opting into OneKeyCash required updates to the flight-delay page. This was deferred due to time constraints, highlighting the importance of aligning design with technical feasibility and deadlines

FLIGHT DELAY • IMPACT

Launched Q3 2025 as surprise and delight

- A Platinum-only rollout created genuine emotional resonance **without overpromising**, protecting brand credibility while gathering real-world data
- Mobile-first, **zero-friction** redemption, travelers receive and use passes without contacting support, reducing operational burden
- Post launch delivery gaps are actively shaping the roadmap, reinstating paused features is the top priority

Then I explored what's next with AI

Using Figma AI, UX Pilot, ChatGPT and Miro AI, I prototyped AI-assisted features to raise the benefit's quality:

· Smart decision helper — passes vs. OneKeyCash
· Personalized lounge recommendations
· Pass assistant chatbot & voice access

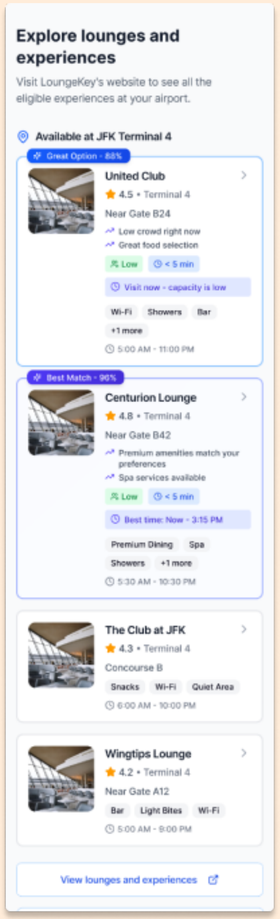
I own the decisions, AI accelerates exploration and validation

FLIGHT DELAY • FUTURE EXPLORATIONS

Where the benefit goes next, explored with AI

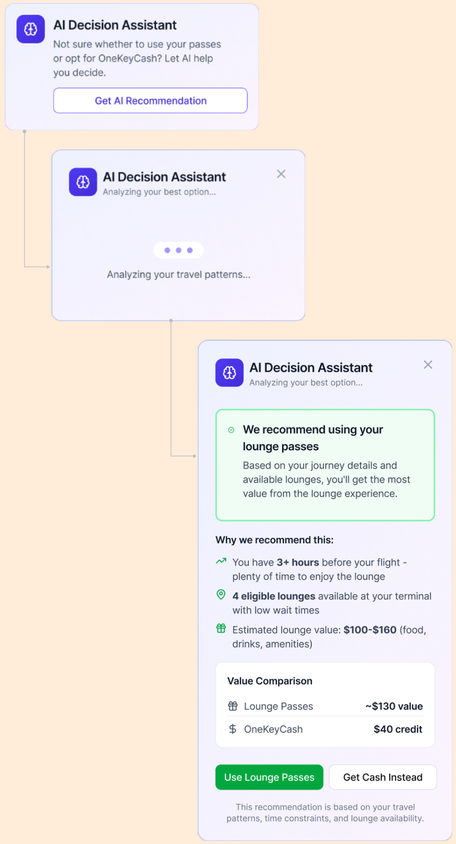
Personalized AI Lounge Recommendations

- Match scores based on preferences (comfort, food, quiet, amenities)
- Customizable filters (accessibility, work-friendly)
- Real-time crowd level predictions
- Estimated wait times
- Optimal visit timing



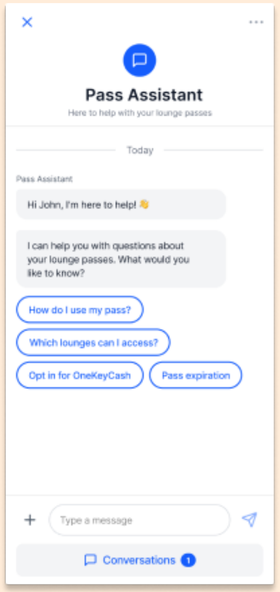
Smart Decision Helper
AI analyzes whether travelers should use passes or opt-in for OneKeyCash based on

Time until flight, Lounge availability, Travel patterns, Upcoming trips and Value comparison with reasoning



Pass Assistant Chatbot

Conversational AI with quick replies for pass usage, lounge access, and OneKeyCash opt-in questions



CASE STUDY 03 • LEAD UX DESIGNER

Hotels.com Rewards & pillar page

Reworking the rewards experience and its marketing pillar page around OneKeyCash

Web and native • Tier-based loyalty • Phased rollout

HOTELS.COM • MY ROLE

Led design for Rewards and the pillar page

Solved complex reward states

Found clearer ways to show 10 nights + 1, the tricky pending-nights case, and booking states, booked, completed, and stays that only reflect ~3 days after checkout

Translated messaging into design

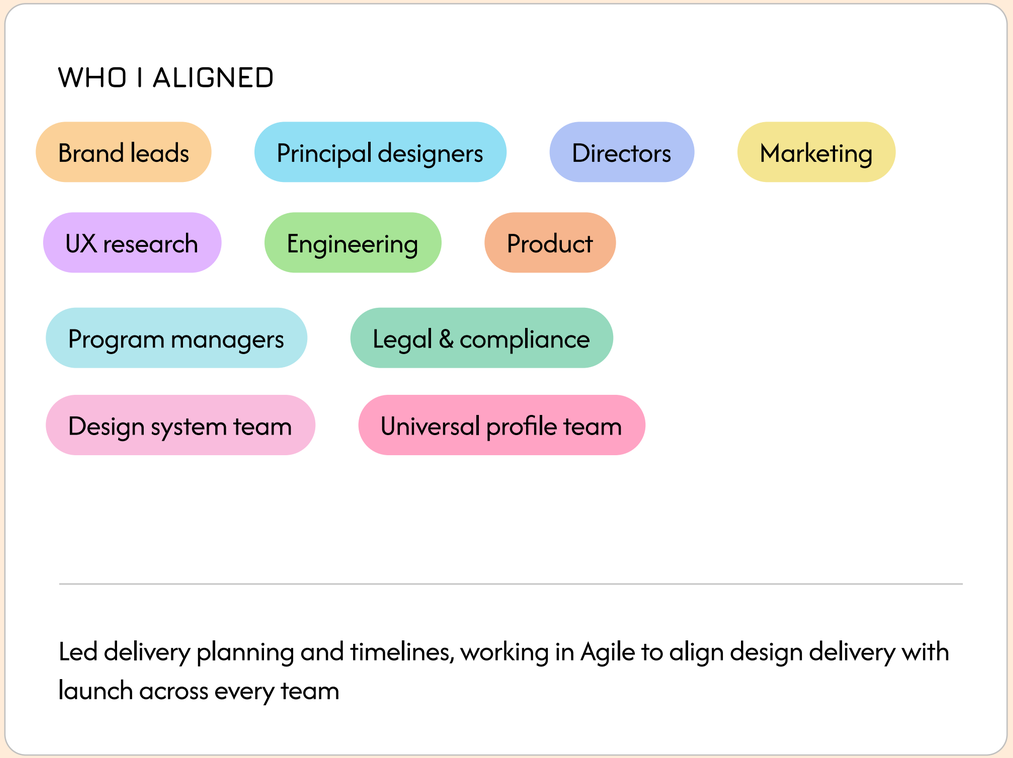
Took the messaging strategies, largely content-led, and reflected each of them in the experience

Validated with research

Tested multiple flows with travelers to gauge comprehension of the revamped program across Asia + Europe and the UK

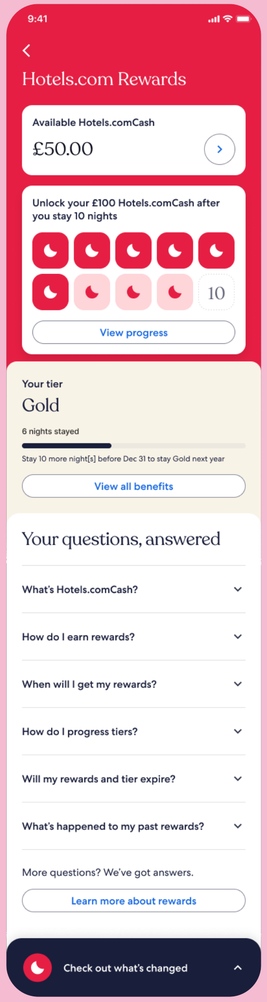
Designed within constraints

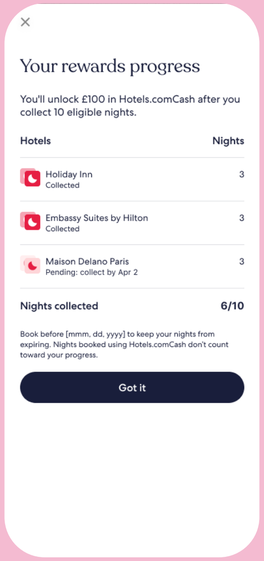
Worked around Mojo's build tooling with engineering, and set the visual language with the design system and universal profile teams

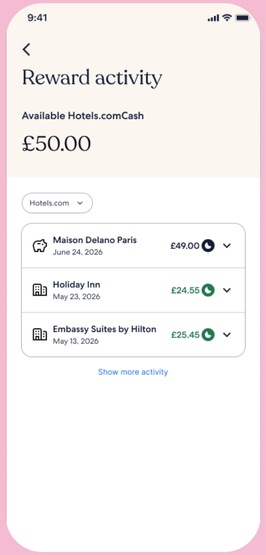


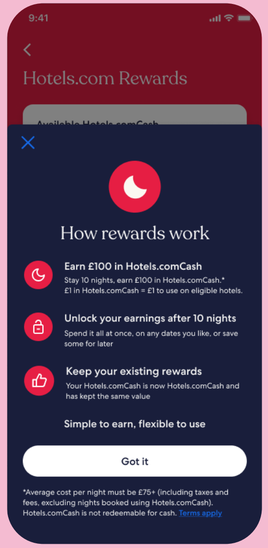
HOTELS.COM • MOBILE

A clear path from earning to redeeming









- **Available balance up top:** members always see the Hotels.comCash they can spend
- **A visual progress tracker:** turns "stay 10 nights, unlock £100" into something you watch fill up
- **Tier status made eligible:** current tier, nights to the next, and one tap to all benefits
- **An inline FAQ:** answers the "when will I get my rewards?" questions

Designed across every breakpoint, from mobile to desktop

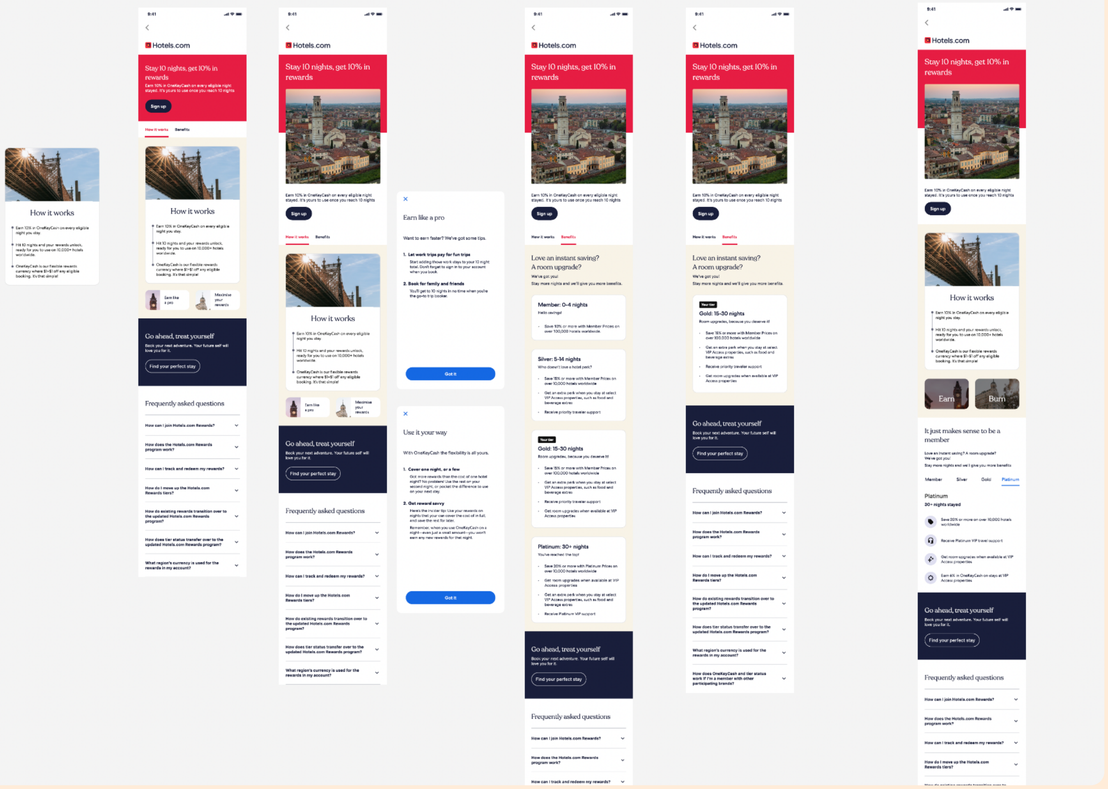
Handled the annual reset, progress resets each year, so the design has to show that clearly

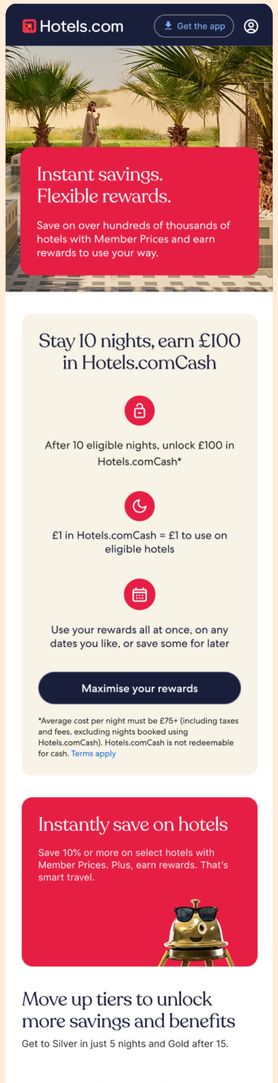
Defined journeys for new vs migrated members from the old One Key program

Fewer tabs, one personalized story

Approach 1
Reduce tabs

Approach 2
One pager





Start: a dense, multi-tab page
Overview, earn & use, benefits and FAQs split across tabs

Reduce tabs, then go one-pager
Consolidated into a single scrollable narrative; leadership approved

Personalize the page
Surface the member's own tier, progress and rewards in context

CASE STUDY 04 - 05 • LEAD UX DESIGNER • CREDIT SUISSE

Enterprise systems for banking

Two B2B platforms where the real challenge was research access and changing entrenched user behaviour

Under NDA - designs shown are my own masked takes on the problem statements to protect confidentiality

PANORAMA • RESEARCH LEADERSHIP

One space for scattered client data

Client data was scattered across many legacy apps, and users trusted nothing that wasn't Excel. With no direct user access, I ran interviews and contextual inquiries with sales managers, analysts and traders, the only route to real insight.

I earned trust with simple wins first, then led information architecture, personas and prototypes toward a single unified workspace.

WHO I ALIGNED

Product

Engineering

Sales managers

Traders

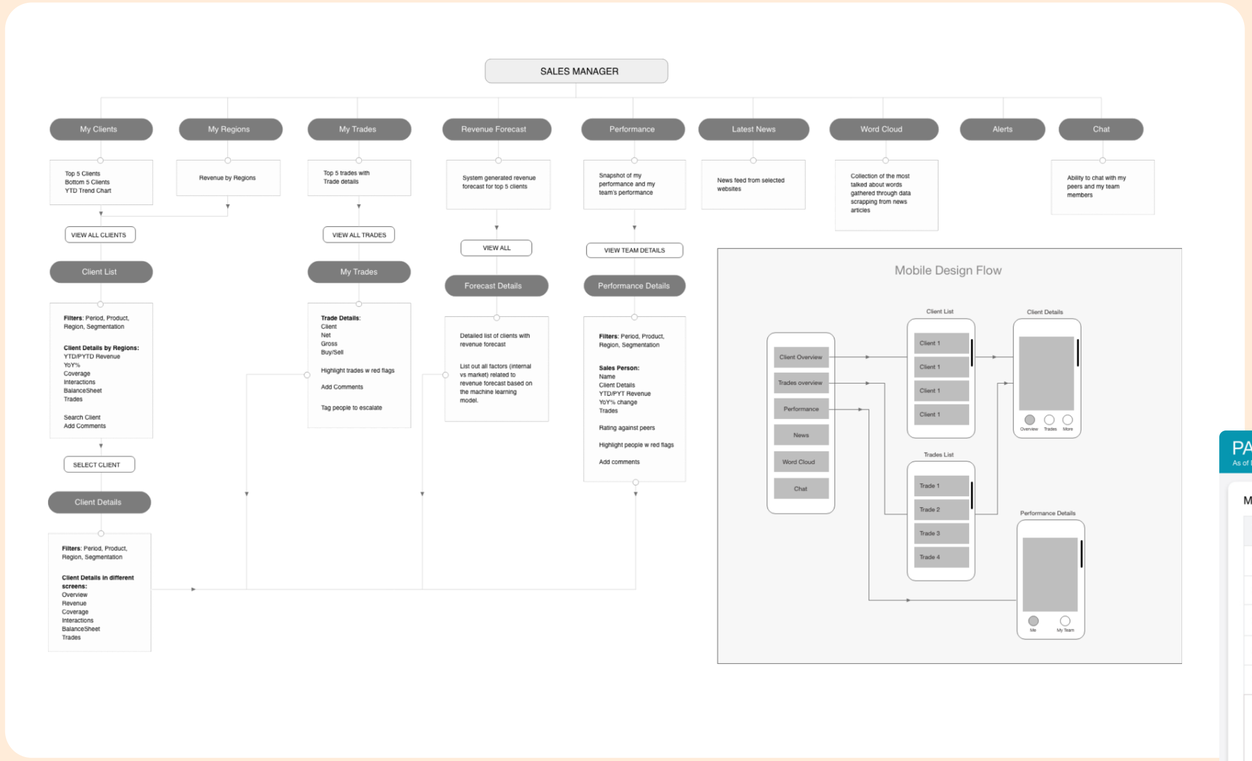
Research analysts

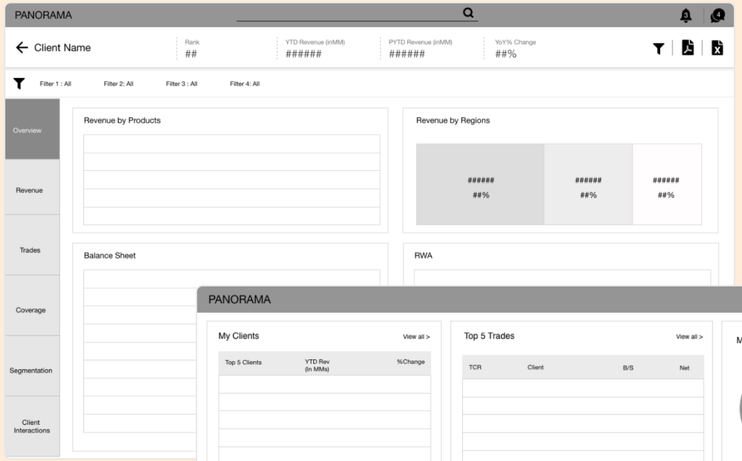
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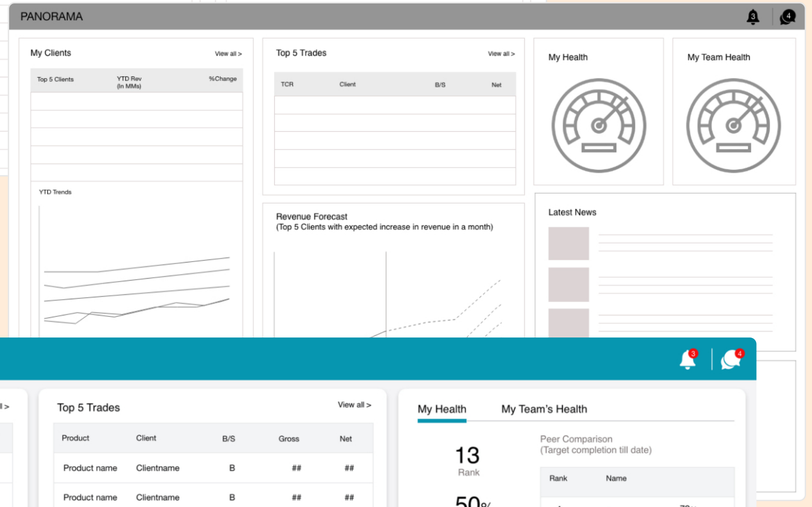
rise in app usage within a year

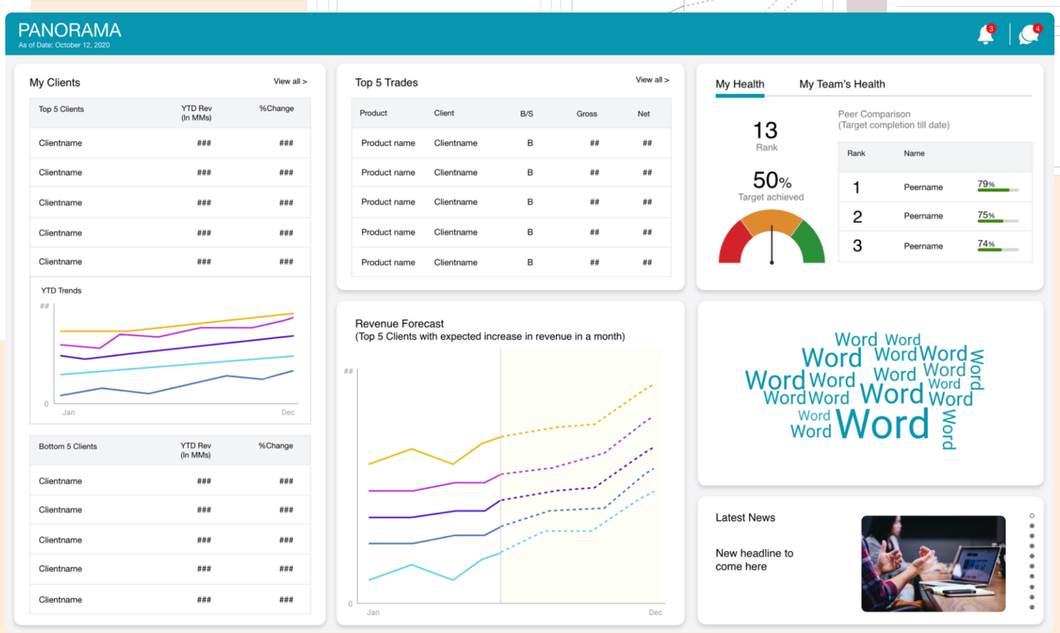
Fewer errors and faster decisions across the team

PANORAMA • DESIGNS









STEER TEAM • RESEARCH LEADERSHIP

P&L sign-off, anomalies & escalation in one place

Trading supervisors were signing off P&L through a scattered routine of email and Excel. I interviewed supervisors to map how the work really happened, then led concept design, IA and dev walkthroughs for a customizable front-office system.

The result put sign-off, anomalies and escalation in one supervisory view, built to flex to how each desk operates

WHO I ALIGNED

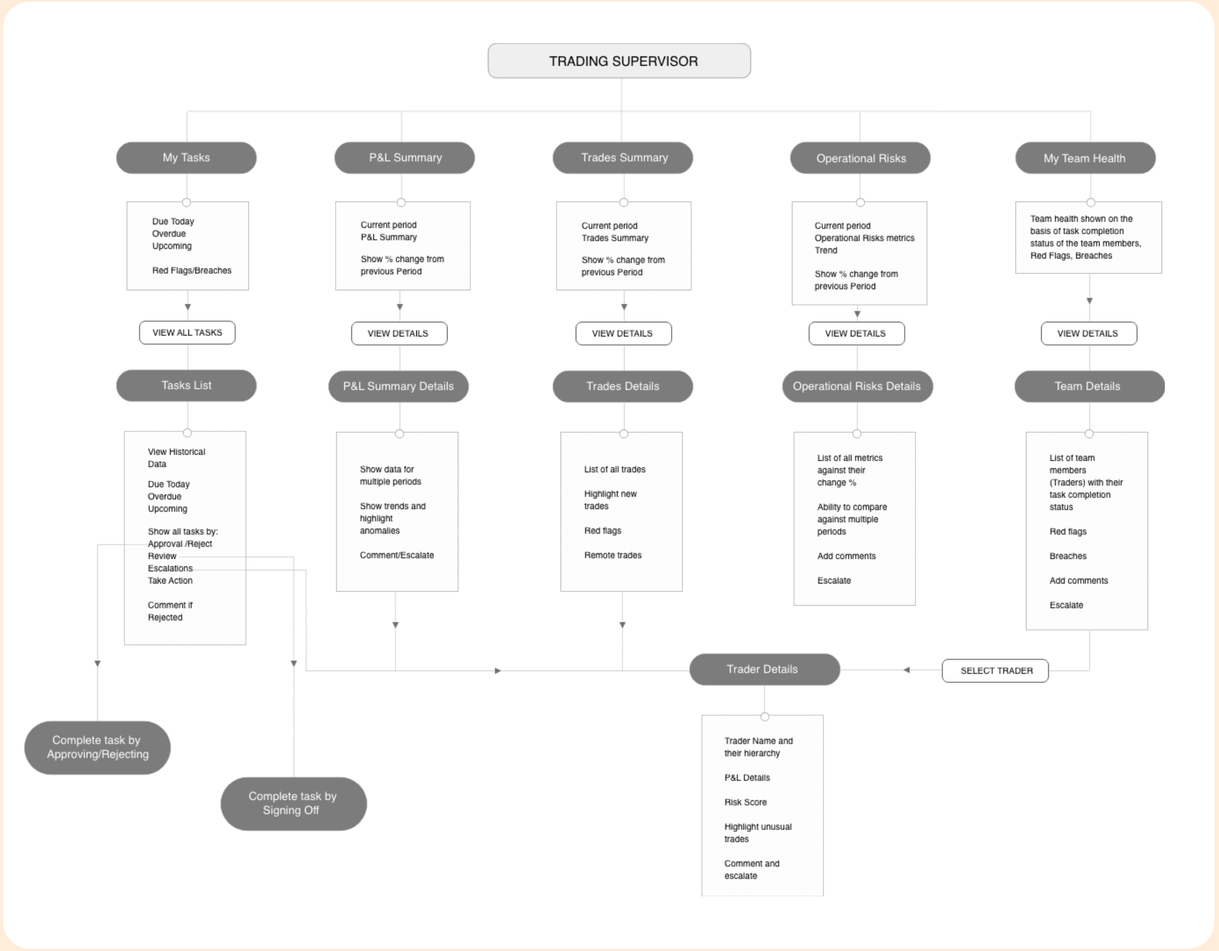
Product | Engineering | Traders | Supervisors

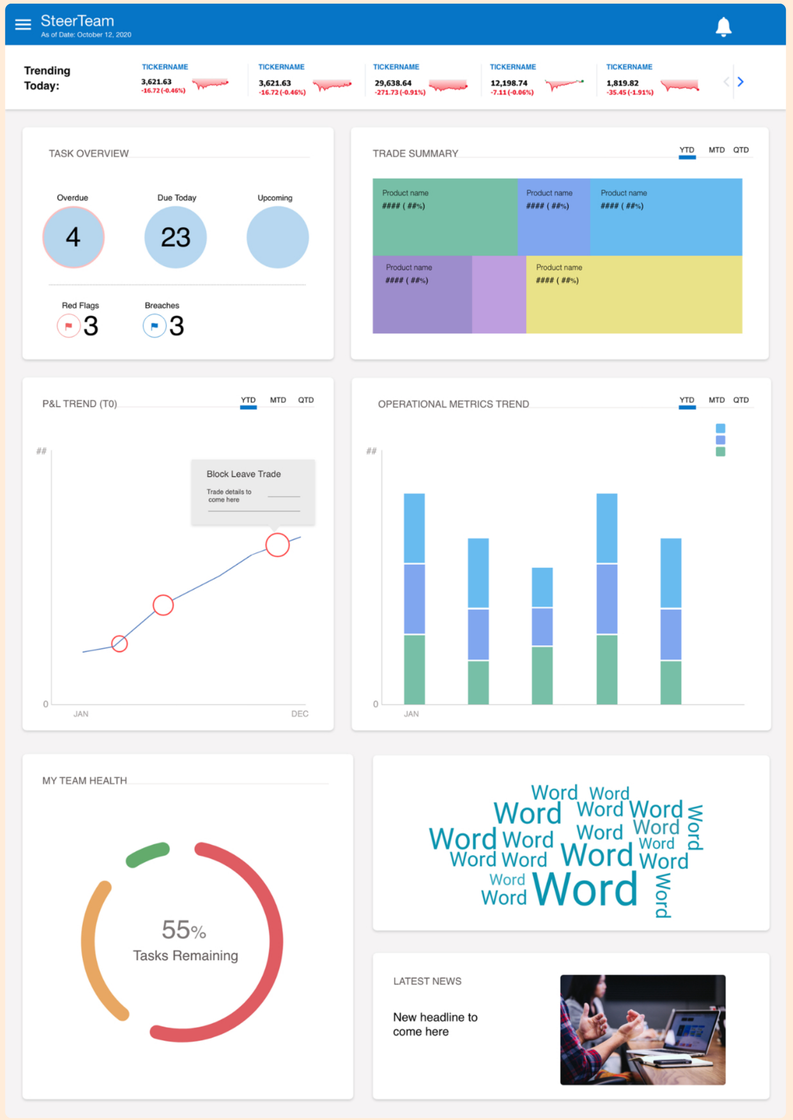
Streamlined workflows

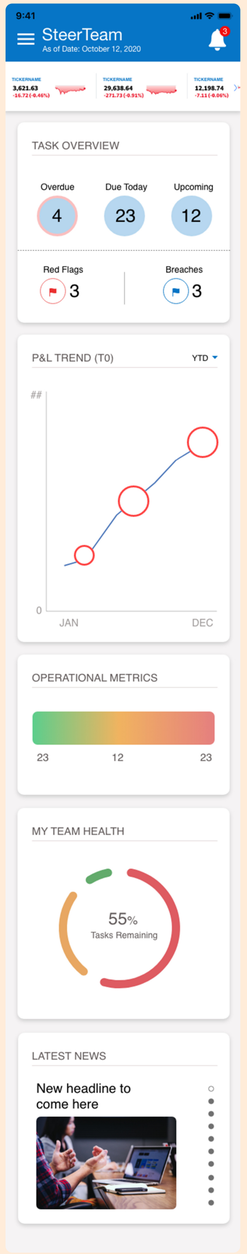
replacing the email-and-Excel routine

Sharper supervisory decision-making across the team

STEER TEAM • DESIGNS







THANK YOU

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