



# Shipra Shah

USER EXPERIENCE DESIGNER

Boston, United States  
shipracshah.com

## PROFILE

**As a multi disciplinary designer I strive to elevate experiences by making technology more human, more delightful, more intentional. By understanding the human behavior we can adapt our designs to it for better outcomes across industries creating beautiful product people love.**

All designs start and end with the user. I am an UI/UX designer with over 4 years of experience adept in bringing forth expertise in all aspects of user interface design, managing complex systems, agile work in multi functional teams, user testing and work across industries. I have a background in product and experience design which has given me the tools required to approach design problems in a user first method in any design problem.

## WORK EXPERIENCE

### Freelance | Product Designer and UI/UX Designer

Sept 2021 - Present

#### Website and Strategy | CK Designs

Creating a brand logo and brand guidelines for a real-estate and interior design firm. The brand was represented through a cohesive website showcasing the abilities and portfolio of the firm

#### Brand Strategy | Gray Walls

Logo and the brand personality for an interior design company. Creating digital templates for posting on social platforms with varying strategies for each platform

#### Branding and Social Media | L'amore Patisserie

Handling the social media platforms and creating the best strategy for a budding french patisserie. The roles included a social calendar, brand design, and photography

#### UX Writing | Scoopfeed

Writing social media articles for a lifestyle blog on Facebook. The topics ranged from travel and fashion to food and celebrities

### Experience Design Co-op | Other Tomorrows, Boston

May 2022 - Sept 2022

Experience designer and innovation strategist at a Boston based design studio. Utilized crucial design software skills to assist with projects:

- Leading the Other Tomorrow studio and brand image shift through workshops and market audits
- Developing a zero waste toolkit that is now being adopted by cities as well other individual groups look at a design approach to zero waste
- Found the gaps in collision and auto care scheduling portal by developing an extensive user research study that recognized the user's nuances

### UI/UX Design Lead | Human X, Mumbai

Dec 2018 - August 2021

Led strategic design solutions cross-industry that effectively solved problems and enhanced business goals. My responsibilities were client communications, UX audits, user research, data analytics and UI/UX design. Projects that impacted business strategy:

- Human-centric approach to personal finance led to around a million users on Aditya Birla's wealth planner
- Reduced Covid-19 exposure to healthcare workers, by using principles of behavioral science on a patient screening robot at airports
- Increased the time spent and user retention by 2x on an sports streaming app by leveraging behavior economics
- Through designing interactive client workshops created a brand strategy that recognizes their ethos, paved the path to Omidyar Network India's branching from their parent company
- Identified the opportunity in the Indian market for an all inclusive pet care app, and saw the idea from concept to execution

## WORK EXPERIENCE

### Graduate Teaching Fellowship | Northeastern University

Sept 2022 - Dec 2022

The primary instructor for an undergraduate level class for Interaction Design Tools:

- Developing a course curriculum that resulted fluency in Figma and other interaction design tools
- Introduced the basics of UI/UX design into the curriculum using best practices and solving real life problems
- Navigating students through Webflow and other new-age web development tools

### Design Researcher | Res-life, Northeastern University

Dec 2021 - May 2022

Guided a research study for a skill based transformational game designed for residence assistants on campus housing. Some on the research results led to:

- Hypothesized and proved the success of facilitating difficult conversations through scripted behavior
- Redesigned the content of the transformational game taking into considerations concepts of 'personal and social identity' as a result of the study group
- Demonstrated the efficiency of reflective practice through the transformational game
- Developed an interface to facilitate online play of the game that strongly translated the physical play

### Design Instructor | Synergy Institute of Accelerated Learning

Mar 2020 - Aug 2021

Built students' academic abilities in critical and creative thinking at an accelerated learning institute. Students left the program with a better understanding of basic design thinking concepts. I did this through changing and implementing:

- Design thinking workshops for potential design undergraduate students
- Designing project briefs and mentorship for high-school students
- Directing students through portfolio creation for college applications

### Graduate Teaching Assistant | Northeastern University

Sept 2022 - Dec 2022

I assisted an undergraduate level class on Design Perspectives. Showcasing the impact of design through relevant presentations for novices in the design world. Availability for office hours and helping students understand theories

## EDUCATION

### Northeastern University

M.S. in Experience Design

Boston

2021-2022

### Unitedworld Institute of Design

Bachelors in Product Design

Mumbai

2015-2019

## SKILLS

- |                  |                     |                        |                         |
|------------------|---------------------|------------------------|-------------------------|
| • UI/UX          | • Usability Testing | • Design Systems       | • Data Visualization    |
| • User Research  | • User Journeys     | • Design Strategy      | • Digital Storytelling  |
| • App Design     | • User Persona      | • Product Management   | • Front End Development |
| • Website Design | • Brand Design      | • Client Relations     | • Product Management    |
| • Product Design | • Wireframes        | • Graphic Illustration | • Client Relations      |

## SOFTWARE

- |                     |                  |                    |               |
|---------------------|------------------|--------------------|---------------|
| • Figma             | • Adobe Indesign | • Microsoft Office | • Invision    |
| • Sketch            | • Webflow        | • Webflow          | • Webflow     |
| • Adobe XD          | • Corel Draw     | • Autocad          | • Adobe Suite |
| • Adobe Illustrator | • Cinema 4D      | • Mailchimp        | • Rhino       |

