

# Aashay Shah

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## SUMMARY

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Adaptable UX/ Product designer with an experience of over 5 years skilled in Figma, Sketch, Adobe creative suite. Passionate about creating intuitive and visually appealing user experiences. Ready to contribute innovative design solutions to elevate digital products.

## SKILLS

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- **Design Skills** – Interaction design, Information architecture, Journey Maps, Storyboarding, User flows, Wire framing, Prototyping, Design System, Data Visualization.
- **Research Skills** – Surveys, User Interviews, Usability Testing, Heuristic Evaluation, User Persona, Competitive analysis, Contextual Inquiries, A/B Testing, Affinity Mapping.
- **Tools** – Figma, Axure, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator.
- **Management tools** – Notion, Monday, Miro

## WORK EXPERIENCE

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### Design Lead – User experience

August 2023 – May 2024

#### Scout

Boston, MA, USA

- Spearheaded and guided a high-performing team of 5 designers, resulting an increase in on-time project delivery compared to previous projects.
- Worked through the entire UX design process, from conceptualizing brand identity to creating user personas based on client-provided brand personality that resulted in a 24% increase in user engagement.
- Crafted a unified brand identity by brainstorming and aligning color schemes, custom icons, and attractive buttons tailored to the application's target audience.
- Demonstrated technical prowess by utilizing Apple Developer tools to develop 2 applications which increased customer reliability and trustworthiness.

### User Experience Designer and Strategy

January 2022 – December 2023

#### Elevenofor

Gujarat, India

- Collaborate with developers and designers to understand the product vision and user need.
- Refine user flows, wireframes, and prototypes to ensure a best UX practice.
- Polish existing UI elements and interaction.
- Implement design changes quickly and efficiently.

### User Experience Designer

January 2021 – March 2022

#### SRG Hospitals

Gujarat, India

- Led cross-functional teams in researching and analyzing market trends, driving feature development like profile lookup and access to medical records and shaping the product roadmap that increased the user trust and reliability rating by 30%.
- Utilized user research insights to drive design decisions & develop intuitive user flows, introduce 4 features, & optimize use cases, improving search experience across SaaS & B2B products.
- Established simple and intuitive user experiences, contributing to a 30% decrease in bounce rates.

## PROJECT EXPERIENCE

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### CulTour (A digital platform to explore different cultures through various cuisines)

- Developed a cross-platform application, facilitating the people of Boston to explore cultural events and related experiences around them with the help of filters, GPS and intuitive interface that starts off after having a meal at a restaurant in nearby vicinity. The market study suggested it would lead to an increase in the restaurant loyalty programs by 44% and increase footfalls in restaurants by 88%.
- The model created paths taken by people from a particular restaurant in order to explore the area around them – creating 50+ data points for restaurants, entertainment industry and even the users to explore the area around better.

### Solis: An automated Solar panel cleaner

- Spearheaded the development of a complex wiring, coding and 3D mesh forming of a device used for cleaning solar panels.
- Collaborated closely with stakeholders to comprehend niche business needs, particularly around high-risk situations, and elevated customer satisfaction by providing demos of the product.
- Seamlessly integrated 4 wire system that is used in CNC models to control the device through IoT and developed a prototype application to run it increasing the customer engagement by 62% and doubled the ease of operating the device.

## EDUCATION

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- **Northeastern University**  
Master of Science, Experience Design Dean's Scholarship

Boston, MA, USA  
Expected May 2025

- **Nirma University, Institute of Design**  
Bachelor of Design, Industrial Design, Internships: Industry Development Network, Modroof.

Gujarat, India  
May 2022