

ANJALI SHAH | User Experience Designer

+1-412-608-5397 | anjali.shah5397@gmail.com | www.anjalishah.info (pw: viewproject)

SUMMARY

A creative and analytical User Experience Designer with 6+ years of experience driving end-to-end user-centered design solutions.

- Leading iterative design of information architecture, user experience, and visual interfaces to simplify complex workflows
- Proficient in conducting qualitative & quantitative user research to define user experience, journeys, and flow
- Expert in wireframing, prototyping, and mockups, and applying data-driven analyses to inform strategic design decisions
- Working autonomously to deliver high impact and quality results, while thriving on cross-functional collaboration
- Deep understanding of creating, maintaining, and implementing design systems to ensure consistency and scalability
- Aligning user needs with business objectives, while advocating for user-centered design best practices and WCAG

EDUCATION

Carnegie Mellon University

Master of Entertainment Technology: Experience Design for Emerging Technologies

Pittsburgh, PA

Aug 2020 – May 2022

Delhi University

Bachelor of Arts: Visual Communication & Graphic Design

New Delhi, India

Aug 2013 – May 2017

SKILLS

Design Thinking, Iterative Data-Driven Design, Information Architecture, Interaction & Interface Design: Wireframe, Mockup, Prototype

User Research: In-Depth Interviews, Surveys, A/B Testing, Card Sorting, Performance Metrics Analysis, Usability Testing

Personas & Journey Flow Maps, Design Systems & Style Guides, Storytelling, Design Presentation, Cross-Functional Collaboration

Figma, Adobe CC, Lucidchart, Miro, UserZoom, Tableau, ADA WCAG, Jira, Agile & Scrum

WORK EXPERIENCE

U.S. Bank

Jersey City, NJ

UX Designer (Contract)

April 2023 – Present

- Led the redesign of U.S. Bank's Commercial banking website to simplify complex workflows by delivering user-centric solutions.
- Conducted user research, heuristic analysis, and competitive studies to understand customer jobs-to-be-done and pain points, define customer personas and journeys, and inform project goals and design decisions.
- Collaborated with the product team and senior leadership to define project scope and roadmap, leading project prioritization.
- Worked closely with the scrum masters and product managers to plan and conduct two-week iterative design sprints.
- Applied information architecture best practices to redesign site navigation, resulting in 30% increased site traffic within 75 days.
- Designed user flows, wireframes, prototypes, and mockups for various user journeys such as customer login and support.
- Presented design concepts to senior leadership and stakeholders, and defended design decisions that align business and user goals.
- Closely collaborated with cross-functional teams (researchers, managers and engineers) to ideate, validate and implement designs.
- Contributed to the design system by creating reusable components and infographics, promoting consistency across organization.
- Monitored ongoing performance metrics to identify gaps and areas for further optimization, and enhance user satisfaction through iterative design processes.

Google

Jersey City, NJ

UX Designer (Contract)

June 2022 – March 2023

- Applied user-centered design principles to enhance the UX for high impact products such as YouTube, Gmail, Photos, and Android.
- Partnered with cross-functional teams to define design solutions informed by user feedback for over eight global markets.
- Solicited user feedback in the domains of journey evaluation, low to high fidelity wireframe testing, prototype evaluation, A/B testing, diary studies, successfully translating insights into actionable design solutions. Some examples include:
 - Prototype evaluation of YouTube's guided flagging flow for content strategy, comprehension, and usability optimization
 - Early design concepts evaluation of proposed features through storyboarding for Android Auto GAS
 - Producing user personas, and defining key pain points and opportunities for Gmail & Calendar cross-product use

- Feature prioritization and version experimentation for integrating music into Google Photos' Musical Lane feature
- Created usability study plans and prepared artifacts such as user flows, wireframes, storyboards, prototypes, and mockups.
- Collaborated with the research team to analyse key findings, and present the insights to business stakeholders and product teams.

AshPlan Media

Noida, India

UX/UI Designer

June 2017 – July 2020

- Partnered with clients such as Netflix, Amazon Prime, and Capgemini, to deliver impactful digital and print media experiences.
- Produced intuitive user interfaces for web and mobile, and engaging marketing material that resonated with target audiences.
- Designed user flows, wireframes, prototypes, and mockups for products such as social media and e-commerce mobile apps.
- Applied insights from user behavior analysis and market trends to craft UI designs, enhancing usability and visual appeal.
- Produced polished illustrations, icons, VFX, and visual elements for websites, newsletters, TV, and advertising campaigns.
- Partnered closely with clients to review designs, and worked with the product team to implement feedback and timelines.
- Created scalable design assets for various platforms while ensuring adherence to design principles and WCAG guidelines.

PROJECT EXPERIENCE

Mattress Factory Museum

Pittsburgh, PA

Experience Designer

Jan 2022 – May 2022

- Led the experience design and installation of an interactive and immersive exhibition for artist & activist Renee Cox.
- Leveraged projection mapping and motion sensing to expand 2D artworks into a spatial and narrative format.
- Collaborated with two developers and two multidisciplinary designers, using tools including Heavy M, AfterEffects, and Figma.
- Invited to lead exhibition walkthroughs and artist talks at the museum for over 50 visitors.

Mount Sinai Hospital

New York, NY

UX/UI/VFX Designer

Aug 2021 – Dec 2021

- Led full-cycle design of a gamified eye-tracking tool that trains quadriplegic patients to use the eye-tracking equipment.
- Developed dashboards to provide patient proficiency data to brain-computer interface researchers and physicians.
- Collaborated with three developers, a game designer, and a 3D artist, using tools including Unity, AfterEffects, Maya3D, and Figma.
- Won a gold award in the healthcare category at the 2022 International Serious Play Awards.

The History Makers

Chicago, IL

UX/UI Designer

Jan 2021 – May 2021

- Designed an end-to-end cross-platform web experience to increase user engagement with the HistoryMakers' archive.
- Developed concepts, storyboards, wireframes, mockups, and prototypes, iterating based on user and stakeholder feedback.
- Collaborated with two developers, a user researcher, and a visual designer to develop the archive, using Figma, and Illustrator.
- Applied user-centered design that resulted in 87% of users finding relevant content easily and 75% repeat visits.

GRANTS

Generation Google Scholarship, 2021

Electronic Arts Fellowship, 2021

Intel & AIAS Foundation WomenIn Games Scholarship, 2021