

Anjali Shah

USER EXPERIENCE DESIGN

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SUMMARY

Over 5 years of experience leading user-centered design projects across web and mobile platforms. Proficient in UX research, interface and interaction design, with a strong ability to collaborate with cross-functional teams to deliver intuitive and accessible digital experiences that align with business objectives.

EDUCATION

Carnegie Mellon University

Pittsburgh, PA, Aug 2020 - May 2022

Masters in Experience Design

Delhi University

New Delhi, India, Aug 2013 - May 2017

Bachelors in Visual Communication

SKILLS

Tools

Figma

Adobe XD

Sketch

Photoshop

Illustrator

Premiere

UserTesting

Tableau

Quantum Metric

Jira

WCAG for A11y

Design

User Research

Design Strategy

Wireframing

Prototyping

User Interface

Design Systems

Usability Testing

Data Driven Design

Storytelling

Agile & Design Sprints

Design Presentations

AWARDS

Gold award for SpaceBull Nova game by *International Serious Play Awards, 2022*

Generation Google Scholarship: for women in gaming by *Google, 2021*

Electronic Arts Fellowship: for students in gaming by *Electronic Arts, 2021*

AIAS WomenIn Scholarship: for women in interactive media by *Intel, 2021*

WORK EXPERIENCE

U.S. Bank

April 2023 - Present

UX Designer/Architect (Contract)

Leading the redesign of U.S. Bank's corporate & commercial banking website, driving a user-centered and data-driven design process to enhance usability, accessibility, and business alignment. Collaborated with stakeholders, cross-functional teams, and end-users to improve key features and sections such as site navigation, homepage, and support resources, resulting in increased user engagement and conversion rates.

Google

June 2022 - March 2023

UX Designer (Contract)

Executed UX enhancement projects for six Google products including Youtube, Photos, and Android Auto, with a focus on improving usability for global audiences. Conducted user research across international markets to identify diverse needs and pain points, collaborating with designers to translate insights into impactful design solution.

Mattress Factory Museum, PA

January 2022 - May 2022

UI/UX Designer

Led the design and installation of an interactive exhibition featuring projection mapping and motion sensing, transforming Renee Cox's 2D artworks into immersive spatial and narrative experiences. Conducted exhibition walk through at the museum for over 50 guests.

Mount Sinai Hospital, NY

August 2021 - December 2021

UI/UX Designer

Led the experience and interface design of SpaceBull Nova, an eye-tracker game developed to train quadriplegic patients in using eye-tracking equipment. Delivered patient proficiency data to brain-computer interface researchers, supporting advancements in assistive technology.

The History Makers, IL

January 2021 - May 2021

UI/UX Designer

Designed a cross-platform website to engage the young audience with the HistoryMakers' digital archive by developing user journey, user flows, wireframes, mock-ups & prototypes using iterative design. This initiative resulted in 75% of users expressing interest to visit the website again.

Ashplan Media, India

June 2017 - July 2020

Visual Designer

Created advertising and marketing content for print and web platforms for clients such as Avita Laptops, Vaio, and Capgemini. Developed design concepts and executed projects from initial sketches to final delivery, ensuring alignment with client goals and brand standards.