

Anjali Shah | UI/UX Designer

A UX researcher, visual designer, creative technologist, and collaborator focused on designing engaging and impactful user-centric experiences and interfaces.

Projects

Mount Sinai Hospital, NY | Eye Tracker + Brain-Computer Interface Game

UI/UX Designer & Producer | Aug–Dec 2021

- Developed an iterative pipeline for a team of 6 to build a game for paralyzed patients.
- Interviewed BCI researchers and accessible design consultants to define the UX goals.
- Designed and iterated the VFX and UI for suitability in patients with no neck mobility.

The HistoryMakers, Chicago | Desktop & Mobile Web App

UI/UX Designer & Producer | Jan–May 2021

- Led a team of 5 to design a web and mobile app based on African American history.
- Defined and executed the research road map of interviewing target users to define UX goals and people of African American community to build empathy with their culture.
- Conducted multiple iteration sprints to design the user flow, wireframes and layouts.
- Created low fed rapid prototypes for client presentations and A/B testing with the users.

Mattress Factory Museum, Pittsburgh | Kinect + Projection Mapping Exhibit

Experience Designer & Producer | Jan–May 2022

- Managed a team of 6 to deliver an interactive exhibit based on the works of Renee Cox.
- Researched possible technical solutions for multi-channel installations, head-mounted experiences, and other platforms that serve installation feasibility and artistic integrity.
- Iterated the content, journey, and interaction maps by analyzing usability testing data.

Plexus Motion Pvt. Ltd., India | Netflix Web Series - Leila

Visual Effects Assistant Supervisor | May 2018–Jan 2019

- Created detailed script breakdowns for 2 seasons to identify VFX and CGI requirements.
- Worked with the concept artists to design futuristic gadgets, UI, and dystopian cities.
- Managed on-set requirements and checked the creations of the team for accuracy.

Work Experience

LiteSprite, Bellevue, WA

UX Consultant | March 2022

- Worked closely with the creative director to define a detailed annual roadmap for improving the UX of a mobile healthcare game SinaSprite.
- Analysed usability testing data from interviews and surveys to iterate the existing user flow, game modules, UI layouts, icons, typography, and new features.

Carnegie Mellon University, Pittsburgh, PA

Teaching Assistant

Guest Experience Design | Spring 2022

- Fulfilled all administrative duties for a user-centric themed experience design course.
- Provided QA support to students on user psychology and journey mapping.

Visual Story for Interactive Media | Fall 2021

- Reviewed 89 students' visual design rules, composition, and layout assignments.
- Conducted workshops to teach Adobe Ae, Pr, Ps, Ai and use filming and VR equipment.

Production and Leadership in Game Industry | Summer 2021

- Taught 91 high school students the process of game production and team management.
- Included topics like research methods, playtesting, pipeline development, and conflicts.

AshPlan Media, Noida, India - Digital Marketing Agency

UX Lead | Jan 2019–May 2020

- Designed the company's website and digital applications for clients like Avita and Vaio.
- Collected data from 120 users through surveys and interviews to build user empathy.
- Conducted multiple UX research sprints leveraging diary studies, surveys & interviews, and prototype evaluation to iterate the user flow, interaction map, and visual layouts.

Portfolio www.anjalishah.info

Email studioanjalishah@gmail.com

LinkedIn [in/anjalishah12](https://www.linkedin.com/in/anjalishah12)

IMDb [imdb.com/name/nm9523014/](https://www.imdb.com/name/nm9523014/)

Skills

UX Research
Usability Testing
User Flow Mapping
Wireframing
Visual Layouting
Rapid Prototyping
Typography
Iconography
2D & 3D Art
Motion Graphics
Sketching
Pipeline Scheduling

Tools

▲ Adobe CS – Xd, Ps, Ai, Ae, Pr
F Figma
◆ Sketch
M Autodesk Maya
B Blender
U Unity 3D
U Ustesting.com
D DScout

Education

Carnegie Mellon University
Master of Entertainment Technology
Aug 2020 – May 2022

Delhi University
BFA in Visual Communication
Aug 2013 – May 2017

Scholarship Awards

Google
Generation Google Scholarship, 2021

Electronic Arts
E.A. ETC Fellowship 2021

AIAS Foundation supported by Intel
AIAS WomenIn Scholarship, 2021

Conferences

D.I.C.E Summit, Las Vegas, 2022
Invited as **D.I.C.E Scholar**

IAAPA Expo, Orlando, 2021
Invited as **Big Break Foundation Scholar**