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ANJALI SHAH

UI / UX DESIGNER

Professional Summary

- User Experience Designer (**UXR**) who is dedicated, innovative, and resourceful with a broad range of artistic styles and adaptability, offering **3+ years** of creating better **user experiences**.
- Reputation for combining strategic thinking, user experience research, solutioning, usability, design, agile, and information architecture skills.
- Expert in UX design tools including **Photoshop, Figma, Illustrator and Adobe Effects**.
- Experience leading a team project and guiding them.
- Hands on experience in graphics designing, logo making and making banners for web apps.
- Worked as a digital designer and utilized skills such as **Figma, Adobe Photoshop, and Adobe Illustrator** to help create any digital content for all different projects.
- Experienced in creating web wireframes Using **Figma**.
- Created Product prototypes using **Figma/Adobe XD**.
- Advanced UX / UCD / UI Design conception, creation and building concepts including wireframe, layouts, and workflow diagrams - **Adobe XD/Figma** for rapid application prototyping and final end user mockups.
- Independently plan, perform, and oversee UCD research, including content strategy and usability deliverables for assigned projects that span large products or product families

Skills

Operating System:	Linux, Windows and macOS
Tools:	Figma, Adobe XD, Photoshop, Illustrator, Aftereffects, Premiere Pro, Maya 3D, Blender, Jira, Slack, Lucid Chart
Others:	UX Research Interaction Design Journey Mapping Wireframing Prototyping Design Systems Usability Testing Data Analysis/Visualization 2D & 3D Motion Graphics Video Design Iconography Sketching, Mobile Design & Optimization iOS & Android, User Centric Design

Education & Certification

Master of Entertainment Technology
Carnegie Mellon University

Aug 2020 - May 2022

Bachelor of Fine Arts in Visual Communication
Delhi University, India

Aug 2013 - May 2017

Professional Experience

Google, PA

UX Designer Consultant

Jun 2022 - Present

- Consult on best methods to conduct user research in 8 international markets and partner with international research vendors to execute qualitative, quantitative and mixed method studies across regions.
- Collaborate with cross-functional stakeholders to articulate research goals and draft research materials like study briefs, moderation guides and surveys.

- Utilize card sorting to understand types of **3rd party** content users have in **Photos**
- Conducted usability reviews and identified **UX** issues with the existing archive.
- Produced wireframes, low & high-fidelity mockups and rapid prototypes, and conducted usability and **A/B testing** to **validate design hypotheses**.
- Conducted usability reviews with company clients to identify **UX issues** and users' needs
- Designed web service portals like product registration and customer complaint for clients
- Defined the style guide and design pattern library for scalability and consistency.
- Led the design of mobile apps by conducting user research, and producing storyboards, **user flow, wireframes, interactive prototypes** and **UI graphics**.
- Improve the user experience of 4 Google products by conducting user testing, identifying UX issues and providing key recommendations to product teams.

Adani, India **UX Designer**

Jul 2017 – Jun 2020

- Collaborated with the team on weekly calls to discuss over **design strategies** and form design decisions
- Work with my UX team for the definition of the UX process
- Generated video tutorials for the use of the platform using **Adobe Premiere** and **Photoshop**
- Designed interfaces and templates using design software- **Photoshop** that gives the look and feel of the final design - Scanned in product **photos** and **optimized** them for the **web**.
- Create effective sketches, prototypes and high-fidelity mockups that represent design solutions using design tools like **Adobe, Design Studios, Axure** and **Sketch**.
- Graphic design (**Illustrator**) and photography (**Photoshop**) for creating **logos, banners, buttons, fabric design** and other forms of multi-media art.
- Tracked user activity via web analytics in ongoing effort to improve user experience, provide customer support
- Designed and conducted user tests for client-based projects with various methods, including card sorting, tree testing, user survey, user interview, focus group, and user diary.
- Create design prototypes, including graphic design, site navigation, and layout of content for related web sites and applications.
- Developed code, **video, photos, graphic images** and effects to achieve **design goals**.
- Produced research deliverables for team communication and design decisions
- Facilitated ideation workshops based on user research insights.

Project Experience

Mount Sinai Hospital, New York, NY **UI/UX Designer**

Aug 2021 - Dec 2021

- Led the experience and interface design of SpaceBull Nova, an eye-tracker game that has successfully trained over 50 paralyzed patients to become adept with eye-tracking equipment and provided patient proficiency data to brain-computer interface researchers. The team won a gold medal in the student category at the 2022 International Serious Play Awards.

The History Makers, Chicago, IL **UI/UX Designer**

Jan 2021 - May 2021

Designed a cross-platform web experience to encourage the young population to learn from the HistoryMakers' digital archive. Collaborated with 2 programmers, 1 UX researcher, and 1 UI designer to develop the website in an agile process with a user-centered approach that resulted in 87% of users finding information easily and 75% of users expressing interest to visit the website again.

Awards

- **Google** - Generation Google Scholarship, 2021
- **Electronic Arts** - EA. ETC. Fellowship, 2021
- **Intel & AIAS Foundation** - AIAS WomenIn Games, 2021