

Anjali Shah

User Experience Designer

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SUMMARY:

Creative and collaborative UX Designer with 4+ years of experience crafting user-centered experiences for B2C and B2B purposes, and a proven track record of successfully translating user needs and business objectives into innovative design solutions. Proficient in user research, interaction and interfaces design, wireframing and prototyping, and cross-functional collaboration in an agile framework to deliver cohesive and engaging products.

SKILLS:

Tools: Figma | Sketch | Adobe XD | Adobe CC | Adobe Experience Manager | PowerBI | Tableau | Jira | Confluence | Invision | Wordpress | Webflow | Github | Miro | Autodesk Maya | CSS | HTML

Expertise: User research | Interaction design | Information architecture | User flows | Wireframing | Rapid prototyping | Usability testing | Data analysis | Design systems | Iconography | Typography | Data visualisation | Agile methodology | Project Management | ADA & WCAG 2 Compliance | Responsive design | UX strategy | Proactive collaboration

EDUCATION:

Carnegie Mellon University | Master of Entertainment Technology | Aug 2020 - May 2022 | 3.9 GPA

Delhi University | Bachelor of Fine Arts / Visual communication | Aug 2013 - May 2017 | 3.5 GPA

WORK EXPERIENCE:

U.S. Bank | UX Designer | Apr 2023 - Present | Contract | Remote

- Leading a team of 3 product designers in the redesign of the Commercial & Corporate Banking(CCB) section of U.S. Bank dotcom to **increase site traffic, boost user engagement and increase brand awareness.**
- Strategically planned the **project roadmap** leveraging the **design thinking process**, instilled a **user-centric approach** within the team and **educated stakeholders** about the benefits of this approach.
- Conducted and analysed **stakeholder and user interviews** to establish clear **project goals** and create highly accurate **user personas** that contributed to the increase in project alignment with user needs.
- Conducted a comprehensive **heuristic analysis** and **competitive SWOT analysis**, providing actionable insights that contributed to enhancement in site navigation and content discoverability.
- Enhanced **information architecture** through **journey mapping** sessions and **card sorting** activities with users, leading to **increase in navigation intuitiveness** and **easy content findability and discoverability.**
- Created **wireframes and interactive prototypes** for interface and interactions using Figma and **led design presentations and ideation workshops** with the stakeholders and product teams to design new features and improve existing ones.
- Collaborated seamlessly with **cross-functional teams** such as developers, content writers, authors, SEO strategists, researchers, etc, leading to an **increase in project synergy and cohesive design implementation.**
- Conducted multiple rounds of **usability testing sessions** focused on **usability, responsiveness and accessibility** to gather valuable **user feedback** and **iteratively** enhance the overall user experience.
- Spearheaded the advocacy for and successful adaptation of the U.S. Bank theming for the CCB section to improve the overall user experience's **thematic cohesion** and ensure a **seamless interaction environment.**
- Led the seamless integration of **design system** enhancements, incorporating standardised **components and design patterns** for a more **cohesive and modernised user interface** that aligns with the brand identity.

Google | UX Design Consultant | Jun 2022 - Mar 2023 | Contract | Remote

- Provided expert guidance on implementing **user research methods** and **design-driven best practices** for optimising users experiences of 6 flagship Google products, including **Photos, YouTube, Gmail, Calendar, Android auto and Google One** in the **U.S.A and 8+ international markets** including India, Japan, Germany, Nigeria, Brazil and more.
- Collaborated with cross-functional teams, including product, engineering, and research, to translate their **design aspirations into actionable study briefs**, facilitating alignment between **user research and design goals.**
- Established and nurtured partnerships with international research vendors, overseeing the execution of **qualitative, quantitative, and mixed-method studies** across diverse regions.
- Designed **prototypes and mockups** specifically tailored for **A/B testing, CUJ (Critical User Journeys) evaluation, contextual inquiries, diary studies**, and more, fostering a **design-centric approach to research.**

- Collaborated closely with local research partners to **analyse user data, produce comprehensive reports, unearth critical UX issues**, and present key **research findings and design recommendations** to product teams.
- Orchestrated **end-to-end project management** and served as a **liaison between research partners and Google product teams**, ensuring seamless flow of information and research insights for informed design choices.
- Developed of a new project management dashboard, enhancing the efficiency and quantification of deliverable tracking and timeline management, and providing stakeholders with a platform for easy access to project progress.

Ashplan Media Pvt. Ltd., India | UI/UX Designer | Jun 2017 - Jul 2020

- Collaborated with cross-functional teams and clients to **ideate and develop innovative design concepts** for advertising campaigns for companies such as **WAIO, Nexstgo, Capgemini, Avita**, and more.
- Applied **user-centered design principles** to craft **visually engaging and user-friendly advertising materials** that resonated with target audiences, delivering memorable and effective user experiences.
- Produced **multimedia assets**, including digital banners, print ads, social media graphics, video ads, infographics, etc., using **Adobe In-design, Photoshop, Illustrator, Premiere Pro, and Aftereffects**.
- Created compelling **visual narratives** that effectively conveyed brand messages across **multiple platforms**, enhancing **brand awareness and audience engagement**.
- Adapted designs for **different platforms and screen sizes**, ensuring a seamless user experience across **desktop, mobile, and tablet devices**.
- Worked closely with clients to **gather requirements, incorporate feedback, and deliver design solutions** that exceeded their expectations while **adhering to project timelines and budgets**.

PROJECT EXPERIENCE

The Mattress Factory Museum, Pittsburgh, PA | Lead UI/UX Designer | Jan 2022 - May 2022

Led the experience design and installation of an interactive and immersive exhibition utilizing projection mapping and motion sensing to expand the 2D art works of the acclaimed artist Renee Cox into a spatial and narrative format. Collaborated with 2 developers and 2 3D artists to develop and install the experience at The Mattress Factory that ran through Jun to Dec 2022. Led exhibition walkthroughs and artist talks at the museum for over 50 visitors.

Mount Sinai Hospital, New York, NY | Lead UI/UX Designer | Aug 2021 - Dec 2021

Led the experience and interface design of SpaceBull Nova, an eye-tracker game that has successfully trained 100s of quadriplegic patients to become adept with eye-tracking equipment and provided patient proficiency data to brain-computer interface researchers. Collaborated with 3 developers, 1 game designer, and 1 3D artist to develop the game in an agile framework. The game won a gold medal at the 2022 International Serious Play Awards.

The History Makers, Chicago, IL | UI/UX Designer | Jan 2021 - May 2021

Designed an end-to-end cross-platform web experience to increase youth engagement with the HistoryMakers' digital archive including a collection of over 150,000 interviews with African American leaders. Collaborated with 2 developers, 1 researcher, and 1 visual designer to develop the archive from scratch utilising a user-centered approach that resulted in 87% of users finding information easily and 75% of young users expressing interest to visit the website again.

GRANTS

Google | Generation Google Scholarship | 2021

Electronic Arts | EA. ETC. Fellowship | 2021

Intel & AIAS Foundation | AIAS WomenIn Games Scholarship | 2021