

Aashay Shah

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- Experience Designer dedicated to crafting memorable digital journeys, driven by a quest for innovation and human connection. Looking for **UX positions** to hone my skills.

Experience

Team lead - Experience Design

Scout - Student led Design organization / August 2023 - Dec2023

- Spearheaded and guided a high-performing team of 5 designers, resulting in a 36% increase in on-time project delivery compared to previous projects.
- Worked through the entire UX design process, from conceptualizing brand identity to creating user personas based on client-provided brand personality that resulted in a 24% increase in user engagement.
- Crafted a unified brand identity by brainstorming and aligning color schemes, custom icons, and attractive buttons tailored to the application's target audience that resulted to a 33% improvement in user satisfaction and app usability.
- Demonstrated technical prowess by utilizing Apple Developer tools to develop 2 applications which increased customer reliability and trustworthiness.

Head of Design Strategy - UX

Elevenofor / Jan 2023 - Sept'2023

- Executed innovative design strategies for diverse clients, resulting in a 78% increase in online presence and engagement.
- Led desktop UI design & launched portfolio website, increasing client queries by 70%.
- Pitched and onboarded new clients, expanding the brand's portfolio by 43% within 6 months.
- Designed & developed component for design system to deliver cohesive user experience aligning with business goals & user needs.

User Experience Designer I

SRG Hospital / Jan 2022 - March 2023

- Led cross-functional teams in researching and analyzing market trends, driving feature development like profile lookup and access to medical records and shaping the product roadmap that increased the user trust and reliability rating by 30%.
- Utilized user research insights to drive design decisions & develop intuitive user flows, introduce 4 features, & optimize use cases, improving search experience across SaaS & B2B products.
- Established simple and intuitive user experiences, contributing to a 30% decrease in bounce rates.

Education

MS, Experience Design

Northeastern University

Aug 2023 - Dec 2024 (expected)

Boston, Massachusetts

B.Des, Industrial Design

Nirma University

Aug 2018 - 2022, First-class with distinction

Ahmedabad, Gujarat

Design skills

Interaction design

Information architecture Journey

Maps

Storyboarding

User flows

Wire framing

Prototyping

Design System

Data Visualization

Research skills

Surveys

User Interviews

Usability Testing

Heuristic Evaluation

User Persona

Competitive analysis

Contextual Inquiries

A/B Testing

Affinity Mapping

Tools

Figma

Axure

Sketch

Adobe XD

Adobe Photoshop

Adobe Illustrator

Collaboration

Notion

Monday

Miro

Achievements and Courses

• All India Rank (AIR) 12

National Institute of Design is one of the best school for design in India. Secured rank 12 in all India for an examination held in the field of New Media Design.

• Design, Tech and Innovation

Indian Institute of Technology, Mumbai

Completed one of the most renowned courses in the field of innovation and design across India.

• New Product Development

Completed a course on 'product development from scratch' from Indian Institute of Management Bangalore (Certified course)