

Vanshika Shah *Product Designer*

vanshika2595@gmail.com | www.vanshikashah.com | [LinkedIn](#)

Experience

User Experience Designer (Summer Associate) | Credence ID

Oakland, CA | May 2022 – August 2022 | July 2023 – Present

- Leveraged extensive user research insights to drive design decisions and create intuitive user flows, significantly improving the onboarding process for Digital Verifier (SaaS).
- Designed UI design for 2 multi-platform applications, following design system and accessibility standards, resulting in a seamless user experience.
- Improved the user experience by redesigning the IA for CredenceCONNECT (B2B) based on insights from usability testing.
- Collaborated closely with Managers, Analysts, and Developers to craft effective strategies, effectively motivating users to subscribe to Credence's B2B application, yielding desired outcomes.
- Achieved a cohesive service experience for the company's kiosk space at the ID4AFRICA event, attended by 1500 participants.

UX Design Consultant | Center for Digital Experiences

New York, NY | September 2021 – May 2023

- Implemented a research-driven design approach that significantly increased alumni engagement and networking for NYC Urban Fellows Alumni Association (UFAA).
- Teamed with UX designers to redesign the brand identity and visual design of the website for NYC UFAA.
- Recruited and conducted 9 moderated usability tests, synthesizing insights to define user goals and needs, and providing design recommendations that enhance user navigation and interaction on the Museum Computer Network's website.
- Partnered with Govy, a travel app startup, leading co-design workshops and creating high-fidelity prototypes to deliver emotionally satisfying experiences for users.
- Utilized insights gained from data-driven research (Google Analytics and Hotjar) to present a comprehensive A/B Testing plan to address design-related issues for the client, Staten Island Hunger Task Force.
- Proposed design solutions to improve the Pratt Institute's mobile website's SUS score from 28.6% to above 58% based on data collected from an Eye-Tracking study involving 7 potential graduate students.

Designer | Studio 3 Design

Vadodara, India | January 2021 – June 2021

- Collaborated with 10 different cross-functional stakeholders to deliver innovative designs for a \$200M stadium project, meeting diverse requirements and expectations.
- Presented innovative design solutions to ensure user satisfaction for individual and business-based enterprises.
- Conducted research-driven design process to create user flows, and storyboards to understand user needs.

Designer | Vatsal Vekaria Architects

Rajkot, India | March 2019 – February 2020

- Reduced design time by 35% by developing accurate 3D models for client presentations.
- Involved in the design & execution of 7 projects at different stages- user research, defining goals, strategizing an execution plan, & worked on an iterative design process with clients.
- Skillfully mediated 2 spatial design projects with 4 external stakeholders, collaborating effectively to create comprehensive design packages for development.

Education

Pratt Institute, New York - Master of Science in Information Experience Design

Gujarat University, India - Bachelor of Architecture

Involvement

Amazon Music Hackathon

Enhanced the music sharing and streaming experience for artists and listeners by designing a Generative AI Music Feature for Amazon Music.

Skills

Design: UI/UX Design, Interaction Design, Prototyping, Wireframing, Information Architecture, Design Systems, Conversational UX, Service Design, UX for AR/VR/XR, Branding, Typography

Research: UX Research, Usability Testing, Heuristic Evaluation, Persona, Competitive Analysis, A/B Testing, Data Analytics, Eye-Tracking, User Interviews, Surveys, Agile Methodologies

Tools: Adobe Creative Suite, Figma, 3D software, Visual Studio Code, Optimal Workshop, Google Analytics, Axure, Miro