



Disha Shah

User Experience Designer

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Work Experience

Fractal Ink Design Consultancy, Mumbai, India | UX Designer

NOVEMBER 2017 - NOVEMBER 2020 (3 years)

Designed experiences for multiple companies ranging from startups, manufacturing companies to financial institutions like Non-Banking Financial Institutions, Local and Global banks.

My **Job Role** involved -

1. Assisting kickoff workshops with stakeholders
2. Conducting primary and secondary user research
3. Designing user flows and information architecture
4. Creating wireframes and validating them with stakeholders and users
5. Building prototypes
6. Assisting user testing sessions
7. Collaboration with UX researchers, product owners and developers
8. Project Management and Client communication

A Bank in Mauritius (NDA) | UX Consultant via Fractal Ink

NOVEMBER 2018 - JULY 2019 (8 months)

End to end Digital Transformation of an International payments platform. In a squad with product owners, business analysts and a team of developers with the bank, I took the responsibility for the UX of the two primary journeys.

Digital Impact Square, A TCS Foundation Initiative, Nashik, India | UX Design Intern, Social Innovation

JUNE 2017 - SEPTEMBER 2017 (3 months)

I was the key designer in the team, who worked on uplifting & empowering the local self help group businesses enter the urban environment. We conducted interviews with these groups and explored several concepts which would meet their needs.

Pineapple Consulting, Mumbai, India | Graphic Designer

MAY 2015 - SEPTEMBER 2016 (1 year & 4 months)

My role primarily involved defining brand personalities through conducting market research, developing strategies, building visual language and style guides, designing logos and formulating brand nomenclature.

Awards

Young Womenpreneurship Student Award 2017

“Connecting Dots” Enhancing Visual Assistance for the Visually Impaired.

How might we make large scale structures in Mumbai accessible for the visually impaired?

Skills & Strengths

1. Ideation & Conceptualization
2. Wireframing
3. Paper Prototyping
4. Interactive Prototyping
4. Empathy & Curiosity
5. User Testing
6. Visualisation
7. Primary Research -
Creating Discussion guides/questionnaire
8. Visual Communication

Tools

1. Adobe XD
2. Sketch
3. Figma
4. Illustrator
5. Photoshop
6. Keynote
7. Microsoft Powerpoint

Education

Indian School of Design & Innovation, Mumbai, India [2016-2017]

Masters in Design and Innovation 2017

MAEER'S MIT Institute of Design, Pune, India [2010-2015]

Bachelors in Communication Design 2015