



# Disha Shah

## User Experience Designer

San Francisco Bay Area

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## Work Experience

### UX Designer | Amazon Web Services, Supply Chain Automation, California

April 2022 - June 2023

Led user experience (UX) research and design for two products in the inventory management space. Working closely with product, engineering, UX research and UX writer. These products were used by 20,000+ logistics users across AWS warehouses globally.

#### Outcomes

- Designed financially critical web application used to transfer Amazon assets, within a month, achieving 70% customer satisfaction score,
- Designed a web application to receive inventory in the warehouse, improving the experience for 100+ logistics users.
- Evaluated existing products using a UX professional assessment (Heuristic analysis), CSAT survey (Customer satisfaction) and 1:1 user interviews at warehouses and datacenters. Identified 10 design usability improvements, 5 were adopted in the product roadmap.
- Introduced a handoff mechanism to collaborate with designers and cross functional partners. Resulting in 95% match between the coded designs and designs delivered.
- Implemented a project milestone tracker, enabling 12 UX experts on the team to manage projects seamlessly with cross-functional partners, providing visibility of the design process.

### UX Designer | Fractal Ink Design, India

November 2017 - November 2020

Led web and mobile UX design for 7 projects including startups, manufacturing companies, global banks and fintech companies. Two of the main projects were,

#### 1. Designing a financial mobile application for debit & credit needs

- Conducted comprehensive competitive analysis to create a niche for the app, resulting in the company identifying its unique offerings.
- Co-partnered with a UX researcher to conduct pan-India UX research. Analyzed insights and provided design recommendations for a new financial mobile application, enabling the team to reduce the scope of the product and launch in phases.

#### 2. Website redesign for a manufacturing company

- Led UX Design for the website with a purpose of increasing their customer conversion rate, achieved this through reinforcing the global nature of the company.
- Collaborated with sales experts of the company to study customer expectations, while purchasing the product. Resulting in articulating website design and content which matched user needs, increasing customer engagement by 4%.

### Product Designer | Mauritius Commercial bank, Mauritius

November 2018 - August 2019

- Independently, redesigned web and mobile experiences for the bank's legacy international payments platform used by corporates, leading to 20% increase in new customers
- Worked in an Agile environment with product, business analysts, tech lead and engineers
- Influenced cross-functional team members to identify customer-centered problems, through regular user testing, resulting in creating a user-friendly application.

### Graphic Designer | Pineapple Design, India

May 2015 - September 2016

Designed & defined 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

A Design for accessibility project aimed at enhancing visual assistance for the visually impaired

## Skills

### Design

- Low and high fidelity wireframing
- Creating responsive designs
- Creating task flows
- Structuring information architecture
- Creating visual design using components
- Managing design handoffs
- Graphic Design

### Research

- Competitive analysis
- Design usability testing
- Concept testing
- UX Audit (Usability heuristic principles)
- A/B Testing
- Persona creation
- Interactive prototyping
- Conducting customer satisfaction (CSAT) surveys

### Softwares

- Figma
- Sketch
- Adobe XD
- Invision

## Education

### Masters of design and innovation

Key subjects - UX Design, Research, Service Design, Design thinking.  
Indian School of Design & Innovation, Mumbai, India

### Bachelors in Graphic Design

MAEER'S MIT Institute of Design, Pune, India

### UX Certification | Nielsen Norman Group

- UX Basic Training
- Usability Testing
- Storytelling to present UX work
- Measuring UX & ROI
- Mobile User Experience