

Hemit Shah

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✓ Professional Summary

Strategic Lead Product Designer experienced in defining product vision and executing design strategies across US, UK, and APAC markets to drive significant business outcomes and WCAG 2.1 compliance. Proven leader in managing cross-functional teams and 20+ agile projects, expertly drove design system creation (200+ components), leading User Research, and AI Integration Strategy into product roadmaps. Leverages expertise in Generative Design, Predictive UX, and Data-Driven Product Optimization to deliver intuitive, market-leading SaaS solutions.

🏢 Work Experience

Lead Product Designer at Blenheim Chalcot

Dec 2024 – Present | Mumbai, India

- Owned end-to-end product design lifecycle of a SaaS platform for UK public sector councils from scratch, improving user satisfaction scores with a 28-point increase in System Usability Scale (SUS) and raising accessibility compliance to WCAG 2.1 standards.
- Created a standalone design system with 200+ component variants, incorporating responsive layouts, dark mode, and auto-layout, reducing front-end development effort by 30% and accelerating feature delivery timelines.
- Defined product vision in collaboration with stakeholders and end-users, executing design strategies that drove business outcomes contributing to over £1M in cost savings for local councils and set a new standard for plan accuracy, boosting user trust and platform advocacy.

Product Designer at SPINX Digital

Aug 2023 – Nov 2024 | Los Angeles, USA

- Spearheaded market research initiatives to align product designs with consumer preferences, resulting in 95% positive user feedback.
- Collaborated with product, business, and engineering teams to prototype mobile and embedded system interfaces, leading to a 35% improvement in user satisfaction.
- Revamped design systems to enhance scalability and alignment with business strategy, delivering a reduction in time-to-market by 2 weeks and a rise in user adoption of new product features by 15,000 users.

Graduate Design Assistant at IUPUI

Jan 2022 – Dec 2023 | Indianapolis, USA

- Mentored 85+ students per semester in web development (HTML, CSS, JavaScript), resulting in students building projects with 5+ interactive pages, compared to 2 in previous semesters.
- Integrated prototyping and testing methodologies within a collaborative learning environment, leveraging peer review and project-based learning, resulting in 60% of students successfully validating their design solutions on the first iteration.

Lead User Experience Researcher at WhiteHat Jr

Jun 2019 – Nov 2021 | Mumbai, India

- Drove 15+ usability studies and data-driven research efforts, directly elevating task completion rates by 25%, reducing time-on-task by 18%, and boosting customer satisfaction scores by 12%.
- Promoted to Team Lead in August 2020 and led cross-functional teams managing 20 agile research projects, conducting 230+ user interviews and A/B tests, increasing user satisfaction by 15% and improving retention by 8%.
- Delivered impact at scale by launching 3 new product categories across 6 global markets and validating product-market fit, which led to a 2x increase in daily usage of new features and a decrease in monthly churn by 1,000 users.

🎓 Education

MSc in Human-Computer Interaction at Indiana University - Purdue University, Indianapolis

2023 | Indianapolis, USA

BEng in Electronics Engineering at Mumbai University

2020 | Mumbai, India

Certifications

Google UX Design Certificate at Google

Design Principles at UC San Diego

Human-Centred Design at UC San Diego

User Experience Research and Design Specialization at University of Michigan

AI Product Management Specialization at Duke University

User Experience at Accenture

25+ LinkedIn Learning Courses

Skills

UX/Product Design

: User Research & Validation, Information Architecture, Journey Mapping, Usability Testing, Interaction Design, Visual Design, Wireframing, Prototyping, High-Fidelity Mockups, Design Systems

AI-Powered Design

: Generative Design, AI Prototyping, Predictive UX, Uizard, Galileo AI, AI-Augmented User Testing, AI-Driven Personalization, Automated Usability Analysis, AI-Enhanced Design System Management

Technical Skills

: HTML, CSS, JavaScript, Python

Design Tools

: Figma, Adobe Creative Suite, ProtoPie, InVision, Sketch, Miro, Webflow, Framer, Lovable, ProCreate, Blender, Zeplin, Whimsical, Jira

Product & Strategy Skills

: Agile Methodologies, Competitive Analysis, Ideation, Market Strategy, Project Management, SaaS Model, Go-to-Market Strategy, AI Integration Strategy, Data-Driven Product Optimization

Projects

Agilisys EHCP

- Streamlined the end-to-end EHCP drafting process by designing an AI-powered workflow that generates complete plans in minutes, reclaiming over 1,000+ hours for frontline teams annually.
- Accelerated the delivery of critical support for over 750 children by shaping an intuitive, user-centric interface that saves caseworkers 6+ hours per plan, empowering them to focus more on direct family engagement.

INDYCAR Fantasy Racing

- Led a platform redesign, increasing user engagement by 30% with a mobile-first strategy.
- Resolved data accessibility challenges, improving in-game decision-making by 25%.

Brand Redesign | Walmart

- Created a motion graphics animation for Walmart, showcasing a seamless shopping experience and new logo with engaging visuals and transitions, while maintaining brand identity through consistent aesthetic elements, resulting in 25% increase in viewer engagement.