

# Hemit Shah

## PRODUCT DESIGNER

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Innovative Product Designer with 4+ years of experience and an M.S. in Human-Computer Interaction from IUPUI. Successfully designed over 300 screens and led 15+ projects that collectively boosted user engagement by 30%, showcasing expertise in crafting intuitive user flows and excelling in motion graphics. Dedicated to integrating research and design to create impactful, user-centered solutions.

### WORK EXPERIENCE

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#### SPINX Digital | Product Design Intern

02/2024 – Present

- Utilized market research and consumer preferences to design new products, resulting in 95% positive feedback from user testing on a new mobile app design.
- Revamped the design system, decreasing production time by 25% and fostering cross-team collaboration, streamlining the design process, and accelerating new product launches.
- Spearheaded the development of a new product feature, driving a significant uptick of 30% in user adoption, boosting overall product revenue and market share.

#### Get Alfred Co. | Product Design Intern

08/2023 - 12/2023

- Streamlined user experience and navigation, leading to a 20% decrease in bounce rates and ultimately improving overall product aesthetics and user satisfaction.
- Elevated user experience and satisfaction by 15% through user-centric design improvements and usability optimizations identified in user testing, driving higher customer loyalty and positive brand perception.
- Contributed to a 12% increase in user engagement by designing features aligned with the product roadmap, enhancing team efficiency and communication through design reviews.

#### IUPUI | Graduate Design Assistantship

01/2022 - 12/2023

- Coached 85+ students each semester to develop visually appealing websites using HTML, CSS, and JavaScript, resulting in a 20% improvement in project quality and student satisfaction.
- Guided students in applying Web3 technologies to their web design projects, enhancing their understanding of decentralized web concepts and industry marketability.
- Drove a noteworthy 25% enhancement in both project quality and overall grades by introducing innovative strategies to elevate student project standards.

#### WhiteHat Jr | Lead User Experience Researcher

06/2019 - 11/2021

- Executed agile methodologies for 20+ qualitative and quantitative research projects with cross-functional teams, delivering a notable 15% uptick in user satisfaction and 8% increase in user retention, boosting customer engagement and loyalty.
- Orchestrated successful product launches, GTM and Beta testing's in 6 global markets, introducing 3 new product categories to validate product-market-fit.
- Successfully identified pain points in the user journey through in-depth research, conducting 230+ User Interviews, Focus Groups, Contextual Enquiries, and A/B Testing's, leading to a 40% increase in app feature adoption and a 20% decrease in user churn rate.
- Managed a team that delivered 10+ actionable insights per quarter, leading to a 25% improvement in the overall user experience and a 30% increase in user engagement.

## PROJECTS

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### INDYCAR Fantasy Racing

01/2023 - 12/2023

- Championed the end-to-end redesign and user experience revolution for INDYCAR Fantasy Racing, achieving a 30% surge in user engagement through a strategic mobile-first approach.
- Conducted thorough user research and design conceptualization to address web implementation challenges, ensuring a seamless transition to mobile platforms.
- Resolved critical data accessibility issues by introducing a modal overlay feature, resulting in a 25% improvement in informed in-game decisions.
- Harmonized the design language across the Fantasy Racing and INDYCAR app, creating a visually consistent and cohesive user experience.
- Implemented new user flows for driver picks and score reviews, significantly enhancing user interaction and satisfaction.

### SteadyTracker | CreateAbility, Inc.

10/2022 - 12/2022

- Led healthcare research to understand mobility challenges faced by individuals with Parkinson's disease, applying empathetic design principles.
- Designed a user-friendly mobile application focused on older adults, incorporating user-centered design decisions to improve their quality of life.
- Developed an efficient gait monitoring solution that enabled users to share mobility data with healthcare professionals, enhancing gait and balance and reducing fall risks.
- Conducted extensive business research, culminating in a nationwide distribution model for CreateAbility LLC's product, showcasing strong market research and trend analysis skills.

### E-spine | Untowed INC. and RingCo LLC

08/2022 - 10/2022

- Pioneered the development of a groundbreaking CMMS dashboard, transforming extensive market research into a solution that enhanced machinery and asset management.
- Integrated OEM access for real-time equipment performance analysis into mid-fidelity mockups, elevating the product's value proposition.
- Constructed a business model canvas and a comprehensive go-to-market strategy, projecting a significant boost in revenue through a SaaS subscription model.

## Education

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### Master Of Science in Human Computer Interaction

Indiana University – Purdue University, Indianapolis

01/2022 - 12/2023

GPA: 3.9

### Bachelor Of Engineering in Electronics Engineering

Mumbai University

08/2015 - 05/2020

## Skills & Abilities

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- **Core Expertise:** Design Systems, Design Thinking, High-Fidelity Mockups, Information Architecture, Interaction Design, Journey Mapping, Prototyping, Usability Testing, User Interface Design, Visual Design, Wireframing
- **Functional and Business Skills:** Agile methodologies, Competitive Analysis, Ideation and Brainstorming, Market Strategy and Analysis, Product Launch, Product Planning, Project Management, Software as a Service
- **Design Tools:** Adobe Creative Suite, After Effects, Figma, Google Analytics, Illustrator, InDesign, InVision, Miro, Notion, Photoshop, ProtoPie, Sketch, User Testing
- **Technical Skills:** CSS, HTML, JavaScript, Python