GAURAV SHAH ✳

I leverage UX, business, and tech to fuel growth, collaborating with startups, non-profits, and freelance clients since 2018.

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EXPERIENCE

UX UI Designer
WSIB Innovation Lab

SEPTEMBER 2024 - DECEMBER 2024

- Collaborated with a team of 20 (design, development and communications) in creating proof of concepts and **explore emerging technologies**, like Gen AI, to **improve processes and experiences** for clients and employees.
- Took on a product management role with the team, leading the creation of **product roadmaps** and writing **product requirement documents.** By consulting all teams during the process, I made sure we were aligned and avoided any major revisions.
- Led the design team in creating **user research plans**, facilitating interviews, designing **high-fidelity mock-ups**, and managing **dev handoffs** across multiple simultaneous projects at various stages.

Product Designer
UW Blueprint (Extend-a-family team)

MAY 2024 - PRESENT

- Furthered Blueprint's mission of **creating tech for social good** by partnering with the Extend-a-family non-profit to design a financial literacy platform for people with developmental disabilities.
- Took the project from **zero to one** by crafting lo-fi wireframes, user flows, personas, and establishing a **design system** with accessible design guidelines, leading to polished high-fidelity mockups. The project had a special focus on **accessibility** for our users with complex disabilities.
- Onboarded 2 new designers, familiarizing themselves with the design system, existing progress and processes, achieving a record setup time of 1 week.

Freelance Product Designer
Interlane Logistics

MARCH 2024 - PRESENT

- Collaborated with a product manager and 3 developers to **streamline key product flows** and homepage, reducing development time and enhancing usability.*

  *Impact metrics such as bounce rate and conversion rate are currently unavailable.

- For example, optimized loading times and reduced development effort by integrating Google Fonts.
- Employed a **mobile-first strategy** and drew insights from tools commonly used by older demographics, ensuring the platform resonated with the target market's preferences.

Project Lead
Flying High Magazine

MARCH 2021 - AUGUST 2022

- Led a **cross-functional team** of 12 members (content, design & development) to create the first-ever digital magazine at Indian Language School.
- Supported design and frontend development teams to create responsive layouts, enhancing accessibility and user engagement.
- Aligned various stakeholders, resolved 6 high-profile conflicts and maintained an **91% team member retention rate** through empathetic leadership.

COMMUNITY

Hackathons: 1st place - UX Design Jam (by Sun Life Financial), 2nd place - TILE Design-a-thon (by UW Blueprint and UW UX), Participant in Hack the North

On-campus Clubs: Design Mentor @ UW Cube, Vice president @ GBDA Society, VP of Web @ UW Marketing Association, General Member @ UW Product Management Club

Volunteer: Team Lead & Volunteer Tutor - United for Literacy, Volunteer Notetaker - Student Accessibility Services

EDUCATION

UNIVERSITY OF WATERLOO

Global Business and Digital Arts, with co-op

SEPTEMBER 2022 - DECEMBER 2026 (EXPECTED), 4.0 GPA

Relevant coursework: UX Fundamentals, Frontend Development, International Business

GOOGLE (VIA COURSERA)

Google UX Design Professional Certificate

JANUARY 2023 - JULY 2023

Topics: UX Research, Inclusive Design, Prototyping, Figma and Adobe XD.

SKILLS

Design

User Personas
Information Architecture
Wireframes
Prototypes
Design Systems
Interface Design

Research

Competitive Analysis
Usability Studies

Technical

Frontend (HTML, CSS, JS)
C, Python

Tools

Figma
Adobe Creative Cloud
Project Management (Jira & Asana)
Brainstorming (Figjam & Miro)

CERTIFICATIONS

UX Design Professional Certificate
GOOGLE (VIA COURSERA)

Certificate of Innovation
"THE ZERO EXPERIENCE"

Product Management Certification
AHA!

Emergency First Aid & CPR
THE RED CROSS