

**Sejal
Shah**



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Skills

UX Design
UX Research
Service Design
UI Design
Visual Design

Education

B.F.A.
(Applied Arts)
Pune, India

Current role

Since Nov 2018

Sr. UX Designer,
The Warehouse
Group

Previous position

Oct 2017 - Oct 2018

UX Designer

Hello!

I'm a UX / UI designer, working on products and experiences for past 9+ years.

Design experience

Since my introduction to design, I have a strong inclination towards problem solving, and creating beautiful customer-centric experiences to achieve product goals. More than 9 years into design, I've been working on digital products and end-to-end experiences through experience strategy, product discovery, qualitative and quantitative research, wireframing, prototyping, and agile implementation processes. I've got opportunities to work on exciting projects with popular Kiwi and international brands — Noel Leeming, Torpedo7, Trade Me Property, Intel, Bloomberg and on different products like — websites, mobile apps, digital magazines and more. It excites me to experiment and play around the new tools and processes emerging in the experience design industry, while constantly collaborating with product teams & stakeholders.

About current role

As a Senior UX Designer, I'm currently helping build holistic omni-channel experiences for Kiwis, shopping across some of New Zealand's biggest retail brands within The Warehouse Group, through service and experience design. My responsibilities include working on cohesive groupwide experience solutions & strategic initiatives through collaboration with various parts of the business, the stakeholders and the product teams. Apart from the group focus, I'm also the lead UX designer for Noel Leeming, ensuring we implement the group & brand strategies effectively, while constantly improving the shopping experience online.

Most recent roles

Sep 2017 - Oct 2017

UX / UI Designer (Contract) Jucy Group

In my brief time at Jucy, I worked with the lead designer to create wireframes, hi-fidelity prototypes & UI for the rental checkout process. I also worked on creating an initial UI kit to kickstart the development.

Mar 2016 - Jul 2017

UX / UI Designer Trade Me

As part of the Trade Me Property agile team, I was working on the revamp project of this iconic website, along with TM Property Insights. My responsibilities included working closely with Product Managers, and following the process of research - design - test - iterate, to continuously improve the experience across various Trade Me projects.

Feb 2016 - Mar 2016

UX / UI Designer Mitre10

As a contract designer, I was part of the Mitre10 website redesign project. My responsibilities included creating high quality designs and working with the development team for pixel perfect implementation.

Previous roles

May 2015 - Mar 2016

Freelance UX / UI Designer

India / Singapore

Nov 2014 - Apr 2015

Lead Designer (UX / UI / Visual & Brand identity)

The Great Next, India

Aug 2011 - Oct 2014

Associate Group Head - Design

Interactive Avenues, India

Mar 2011 - May 2011

Senior Designer

Digital Law & Kenneth, India

Mar 2009 - Feb 2011

Visualiser

Ignitee Digital, India

Sep 2008 - Feb 2009

Junior Visualiser

Oxygen Advertising, India