Manish Shah

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Design & me

Clear thinking, strategic approach & e2e solutions are few things that make my everyday exciting.

As a design expert, I've had 10+ years of industry experience, working on a broad spectrum of projects, ranging from products to services, across various touchpoints and platforms.

I strive to design innovative, intuitive & optimised experiences for effective & enjoyable use, from conceptualisation to research/testing to implementation.

I'm always curious about new technologies, design processes & strategies that help me stay aware of the endless possibilities on my playground while getting a constant dose of inspiration.

Education

Master's In Strategic Design
Politechnico di Milano - Italy
Sep-Dec, 2008

I was offered a fully sponsored scholarship by the Italian Institute of foreign trade — DIMI, at Politecnico di Milano, Italy.

Master's In Design, Visual Communication
IDC, IIT Bombay - India
2006 - 2008

BFA, Applied Arts
Abhinav Kala Mahavidyalaya, Pune - India
2001 - 2006

Vocational Course, Photography
Fergusson College, Pune - India
2005 - 2006

Strengths

Product strategy	Design strategy	Problem-solving	Documentation
Innovation	Facilitation	Conducting tests	Coding - HTML, CSS
User Experience	Wireframing	User surveys	App development - Swift
Interaction design	Prototyping	Managing / Mentoring	Visual design

Experience

Watercare Services Limited
Senior UX Strategist – Contract
May 2021 - Present

PlaceMakers
Lead UX Designer
Feb 2020 - Apr 2021
(1.3 years)

In my recent role as UX Design Lead at Placemakers, my goal is to build an in-house design team to improve the experiences and create a vision for future digital products. Additionally, I'm also aiming to influence design thinking maturity within the organisation. I have been responsible for delivering an e2e customer-driven product experience across an app and web portal that met the trade customer needs achieving higher adoption, sales and usage for the digital channels.

Datacom
Lead UX Strategist – Contract
Oct 2019 - Feb 2020
(4 months)

I was leading a project defining and validating Datacom's new information architecture for their website. The overall customer goal was to make the content accessible and logical to discover. Catering, both familiar & unfamiliar type of customers, our ultimate aim was to achieve two business goals "New acquisition" and "Sustain & Grow". Followed by designing website templates defining the content hierarchy and structure.

Air New Zealand
Senior UX Strategist – Contract
Jul 2019 - Oct 2019
(3 months)

As a UX Strategist, I'm responsible for influencing product teams to create and deliver user-centric roadmaps. The primary phase of my role is to help conceptualise, define, and design the future experience strategy for the customer journey, ensuring that we're delivering value to users & the business.

Qrious NZ
Lead UX Design – Contract
Jun 2019 - Jul 2019
(2 weeks)

I led a project with Qrious for one of their clients – Transpower, setting a product & experience design direction to build a consolidated & seamless experience for their systems and conducting stakeholder workshops for a collaborative outcome.

Spark NZ
Chapter Lead, UX Designer
Nov 2015 - Jun 2019
(3.8 years)

As the design chapter lead, I work collaboratively with key stakeholders & designers to align designs with the product vision, creating measurable experiences & solutions that meet business goals. Working within our user-centred framework, I support teams to challenge creative thinking & seek innovative solutions to problems.

I also manage, mentor & supervise the design team on several project initiatives. Ensuring that all designs are executed at the highest quality, considering industry standards & customer needs.

One of my key projects was leading the design and build of Spark's design system, Spark Experience Toolkit (SET), which included defining components and the digital style guide. I was also acting as a guardian for SET, ensuring the quality, reusability, consistency of the experiences.

Hewlett Packard Singapore
Interaction Designer
Jun 2011 - Oct 2015
(4.5 years)

My role at HP was to interpret business needs into effective design solutions, mainly for the printers.

I was responsible for redefining & aligning the UI direction for printer operating systems across different business segments, including consumer, small business, & enterprise. These ranged across various touchscreen sizes, including both coloured & black & white interface.

As an Interaction Designer, I worked through the design process, from identifying user needs to conceptualising, creating design vision, workflows, interaction guidelines (UI architecture, patterns & behaviours) & UI prototypes. We regularly conducted the concept & usability testing to validate solutions.

Yahoo India
Visual & Interaction Designer
Jan 2010 - Jun 2011
(1.6 years)

My responsibilities included analysing online content browsing trends & anticipating/proposing future Yahoo products on various platforms, including mobile/tablets, web & software applications.

I worked closely with the business team for requirements to create concepts, wireframes, visual mockups.

Freelance
Design Consultant
Feb 2009 - Nov 2009
(10 months)

Working as a design consultant allowed me to work on multidisciplinary design projects (like interior designing, identity design & more), which included not just designing but execution and management. It was a competitive experience altogether, which helped me acquire the potentials of an individual professional designer.