Gaurav Shah

Product Management

What I Bring To The Table

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

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ACTIVITIES

Hackathons

2nd Place winner in TILE Design-a-thon

Volunteer

Team Lead - United for Literacy
Volunteer Notetaker - Student Accessibility Services

On-campus Clubs

Vice president - GBDA Society
VP of Web - UW Marketing Association
Technical Director - QTPOC

CERTIFICATIONS

Product Management Certification
Aha!

UX Design Professional Certificate
Google

Certificate of Innovation
"The Zero Experience"

Emergency First Aid & CPR
The Red Cross

EDUCATION

Google   UX Design Professional Certificate

January 2023 - July 2023, Online

A 6 month program designed for **entry-level job readiness**. Includes topics like UX research, inclusive design, prototyping (low-fidelity and high-fidelity), and tools like Figma and Adobe XD. Completed 3 large-scale projects following the design process and gained peer feedback.

University of Waterloo   Global Business and Digital Arts

September 2022 - June 2027 (Expected), Online   **95% Average (4.0 GPA)**

Relevant coursework: Intro to Design, Intro to Psych, Intro to Computer Science
Scholarships: Stratford 10 Year Anniversary Scholarship ($500), International Experience Scholarship ($10,000)

EXPERIENCE

Project Lead   Flying High Magazine - Indian Language School

March 2021 - August 2022

- Led a **cross-functional team** (content, design, development & QA) to create the first-ever digital magazine at Indian Language School.
- Used **agile methodologies** (sprints) to reduce development time by 44% YOY.
- Recruited, interviewed, and trained 15 members for various sub teams within 2 months.
- Incorporated **60% of stakeholder suggestions**, resolving 6 high-profile conflicts.
- Maintained an **87% team member retention rate** through empathetic communication and leadership.

VP of Web | Design Coordinator   UW Marketing Association

September 2022 - April 2023

- Led **brand identity redesign** initiative by creating a brand book and social media templates that achieved **423% higher engagement** and **700% rise in profile visits**.
- **Promoted to VP of Web**, overseeing a newly formed web team and managing recruitment and interviews for content production, UI/UX, and frontend development roles.
- Created website's **information architecture**, content inventory and landing page using Figjam and Figma.

Freelance Designer   Fiverr.com

April 2018 - May 2020

- Managed a globally diverse base of 10+ clients, focusing on the fintech sector, achieving a **70% client retention rate**.
- Created logos, **branding** materials, and comprehensive business pitch decks for global brands, ensuring brand consistency, high-quality designs, and **effective communication** of complex concepts.

SKILLS

Product
Product Strategy
Product Road Mapping

Research
Competitive Analysis
Usability Studies

Design
User Research
Information Architecture
Wireframes
Prototypes
Design Systems
Interface Design

Soft Skills
Stakeholder Management
Empathetic Communication

Technical
Frontend (HTML, CSS, JS)
C, Python