

Gaurav Shah

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EXPERIENCE

Project Lead

Flying High Magazine - Indian Language School

March 2021 - August 2022

- Led a **cross-functional team** (design, development & QA) to create the first-ever digital magazine at Indian Language School.
- Utilized **agile methodologies** to optimize development time by 19% despite a 43% increase in workload.
- Recruited, interviewed, and trained 15 members for various subteams within 2 months.
- Achieved consensus by incorporating **60% of stakeholder suggestions**, resolving 6 high-profile conflicts.
- Maintained an **87% team member retention rate** through effective communication and leadership.

VP of Web | Design Coordinator

UW Marketing Association

September 2022 - Present

- Led the **brand identity redesign** & implementation initiative including brand book creation using Adobe Illustrator and Figma.
- Achieved **423% higher engagement** and **700% rise in profile visits** by implementing new brand guidelines on social media.
- 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**.
- Conducted comprehensive **user interviews** with 6 users and employed **card sorting** to validate design decisions.

Freelance Designer

Fiverr.com

April 2018 - May 2020

- Managed a diverse base of over 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.

EDUCATION

Global Business and Digital Arts, University of Waterloo (Stratford School of Interaction and Design)

September 2022 - April 2027 | **94%** Average (4.0 GPA)

Relevant coursework: Intro to Design, Intro to Economics, Intro to Psych, Personal and Small Business Finance, Intro to CS

Scholarships: Stratford 10 Year Anniversary Scholarship (\$500), Stratford School of Interaction and Design, Feb 2023 | International Experience Scholarship (\$10,000), University of Waterloo, Aug 2022

Certifications: Harvard CS50, Jira Project Management

High School Diploma, Indian Language School

July 2018 - June 2022 | **97.2%** Average (4.0 GPA)

Relevant coursework: Accountancy, Business Administration, Economics, Applied Mathematics, and English

Awards: Best All Round Performance, Mar 2022 | Business Vision and Creativity Award, Mar 2022

SKILLS

UX & UI design	Qualitative and quantitative research
Graphic design	Agile development
Interaction design	Project management
Wireframing	Communication
Prototyping	HTML, CSS and JS
Brand identity design	Python, C
Product Thinking	Information Architecture
Logo Design	
Data Visualization	

TOOLS

Figma
Illustrator
Photoshop
Jira
Asana
Notion
VS Code
Miro
Sharepoint

ACTIVITIES

2nd Place winner in TILE Design-a-thon
Certificate of Innovation By "The Zero Experience"
VP of Web - UW Marketing Association
Vice president - GBDA Society
Campus Ambassador - Velocity
Technical Director - QTPOC
Volunteer (Team Lead) - United for Literacy
Residence Don - UW Housing
Volunteer Notetaker - Student Accessibility Services