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

Product Manager @ WSIB Innovation Lab
SEPTEMBER 2024 - DECEMBER 2024

Waterloo, Ontario

- Collaborated across design, development, and communications teams to create proof-of-concept solutions and **explore emerging technologies**, including **Gen AI**, **enhancing processes and experiences** for clients and employees.
- Managed a cross-functional team of 7 (designers and developers) over the term to develop a proof of concept tool for Return-to-Work Specialists, improving their efficiency.
- Streamlined the product development process by implementing acceptance criteria, achieving alignment across teams, reducing design-developer discrepancies, and accelerating delivery timelines significantly.

Vice President of Product @ UW Blueprint
MAY 2024 - PRESENT

Previously designer and PM on the Extend-A-Family team

- **Co-led Blueprint's product org** of 6 PMs, mentoring peers, standardizing product practices, and shaping scoping and hiring to strengthen how projects were defined and delivered.
- Drove the 0→1 build of a financial literacy platform for individuals with developmental disabilities, **co-leading a cross-functional team** of 4 designers, 9 developers, and an engineering manager to deliver the MVP over 16 months.
- Established our **design system and accessibility guidelines** (contrast, focus states, touch targets, tab index, etc.), enabling scalable, inclusive design.
- Acted as a **client liaison** by running bi-weekly demos, gathering feedback, and guiding iterative improvements, maintaining strong client confidence and **stakeholder alignment** throughout the project lifecycle.

Freelance Product Designer @ Interlane Logistics
MARCH 2024 - DECEMBER 2024

- Owned the digital product for Interlane's B2B division, **translating business requirements from non-technical stakeholders** into product designs that supported high-value transactions worth thousands of dollars.
- Designed and iterated on features that established trust with enterprise customers, enabling adoption of the platform for bulk vehicle shipping and supporting the company's move from B2C to B2B. Considered usability, technical constraints, compliance and sales needs.
- Designed landing pages to support marketing and SEO while **improving product activation**.
- Shipped and refined core product flows in partnership with developers, **balancing usability and technical constraints** to deliver features consistently and at speed.

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

Relevant coursework: UX Fundamentals, Frontend Development, International Business

AHA! (VIA LINKEDIN LEARNING)

Aha! Product Management Professional Certificate

Topics: Product Management, Product Road Mapping, Product Strategy

GOOGLE (VIA COURSERA)

Google UX Design Professional Certificate

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)
Notion

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