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

Freelance Product Designer
Interlane Logistics

MARCH 2024 - PRESENT

- Collaborated with a product manager and 3 developers to **streamline key product flows** and homepage, reducing development time and enhancing usability.*
- For example, optimized loading times and reduced development effort by integrating Google Fonts.
- Employed a **mobile-first strategy** and drew insights from tools commonly used by older demographics, ensuring the platform resonated with the target market's preferences.

*Impact metrics such as bounce rate and conversion rate are currently unavailable.

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.

VP of Web
UW Marketing Association

JANUARY 2023 - APRIL 2023

- Led a team of 3 (content, design and engineering) in creating our website's information architecture, educational content, and landing page.
- Conducted **user interviews** with 6 users to uncover user preferences about content and employed card sorting to create and validate our information architecture.

Residence Don (RA)
UW Campus Housing

SEPTEMBER 2023 - PRESENT

- Oversaw 48 students in residence with responsibilities like budget management, hosting community programs, and addressing resident needs, showcasing **organizational and leadership skills**.
- Supported students facing challenges, conducted roommate mediations, and responded to emergencies with **empathy** using **conflict resolution** skills.
- Trained in emergency response to manage student crises during on-call shifts.

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

Global Business and Digital Arts, with co-op

SEPTEMBER 2022 - DECEMBER 2026 (EXPECTED), 4.0 GPA

Relevant coursework: UX Fundamentals, Frontend Development, International Business

GOOGLE (VIA COURSERA)

Google UX Design Professional Certificate

JANUARY 2023 - JULY 2023

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)

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