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 @ Hamming AI
DECEMBER 2024 - APIRL 2025

San Francisco, California

- Spearheaded the design and launch of Production Call Monitoring from 0 to 1, owning **product requirements, prototyping, and user testing**, directly contributing to **customer acquisition**.
- Conducted 10+ customer interviews and UX audits to uncover insights, influence feature prioritization, and drive **data-backed product decisions** across a fast-moving SaaS roadmap.
- Co-built the company's first design system and significantly improved **platform information architecture**, enhancing usability and scalability for a complex AI-powered product.
- Facilitated **cross-functional UX workshops** to align teams around ideal customer journeys and future roadmaps, strengthening product vision and energizing cross-team collaboration.

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.

Product @ UW Blueprint (Extend-a-family team)
MAY 2024 - PRESENT

Incoming Vice President of Product in S25

- Furthered Blueprint's mission of **creating tech for social good** by partnering with the Extend-a-family non-profit to design a financial literacy platform for people with developmental disabilities.
- Took the project from **zero to one** by creating **low-fidelity wireframes**, **user flows**, **personas**, and a design system with **accessible design guidelines**. Wrote **user stories**, acceptance criteria, and managed sprint execution by coordinating between designers, developers, and stakeholders, unblocking the team, giving feedback and ensuring steady feature delivery across semesters.
- Acted as the primary **client liaison** by running bi-weekly demos, gathering feedback, and guiding iterative improvements, maintaining strong client confidence and alignment throughout the project lifecycle.

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.*

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

- 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.

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

SEPTEMBER 2022 - DECEMBER 2026 (EXPECTED), 4.0 GPA

Relevant coursework: UX Fundamentals, Frontend Development, International Business

AHA! (VIA LINKEDIN LEARNING)

Aha! Product Management Professional Certificate

JULY 2023

Topics: Product Management, Product Road Mapping, Product Strategy

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)
Notion

CERTIFICATIONS

UX Design Professional Certificate
GOOGLE (VIA COURSERA)

Product Management Certification
AHA!

Certificate of Innovation
"THE ZERO EXPERIENCE"

Emergency First Aid & CPR
THE RED CROSS