



# 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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## COMMUNITY

### Hackathons

- 1st Place winner in UX Design Jam (by Sun Life Financial)
- 2nd Place winner in TILE Design-a-thon
- Participant in Hack the North

### Volunteer

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

### On-campus Clubs

- Vice president - GBDA Society
- VP of Web - UW Marketing Association
- Project Mentor - UW Cube

## CERTIFICATIONS

- Product Management Certification**  
Aha!
- UX Design Professional Certificate**  
Google
- Emergency First Aid & CPR**  
The Red Cross

## EXPERIENCE

### Project Lead Flying High Magazine - Indian Language School

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.
- 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.

### Residence Life 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**.
- Worked in a team of 20 to facilitate building wide programs like community events, booths and supporting student move-in.
- Conducted duty rounds to build connections with residents, ensuring community safety, responding to emergencies, and participating in on-call shifts
- Supported students facing challenges, conducted roommate mediations, and responded to emergencies, showcasing **empathy** and **conflict resolution** abilities.

### Freelance Designer Self Employed

April 2018 - Present

- Managed a globally diverse base of 15+ clients, focusing on the fintech sector, achieving a **70% client retention rate**.
- Created website/app prototypes, logos, branding materials, and comprehensive business pitch decks for global brands, ensuring brand consistency, high-quality designs, and **effective communication** of complex concepts.

## 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), Waterloo (ON)

**94% Average (4.0 GPA)**

**Relevant coursework:** UX Fundamentals, Frontend Development, Intro to Computer Science

## SKILLS

### Product

- Product Strategy
- Product Road Mapping

### Soft Skills

- Stakeholder Management
- Empathetic Communication
- Lifelong Learning Mindset

### Research

- Competitive Analysis
- Usability Studies

### Technical

- Figma
- Frontend (HTML, CSS, JS)
- C, Python

### Design

- User Research
- Usability Studies
- Information Architecture
- Wireframes
- Prototypes
- Design Systems
- Interface Design