

DEEP SHAH

PRODUCT DESIGNER



PROFILE

Product designer creating inclusive experiences through research & empathy. I firmly believe in user research, psychological principles & empathy to create user-centric products and achieve product success.

CONTACT

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EXPERIENCE

PRODUCT DESIGNER

Multipl Fintech Solutions PVT. LTD

June 2021 - November 2022

- Conceptualised, brainstormed, researched and designed the 'Dashboard Quick actions' section on the Home screen resulting in increase user retention on home & making app more easy to use.
- Redesigned user flows & Revamped user interfaces for Journey & Transactions features, significantly improving the user experience, efficiency and satisfaction scores.
- Revamped user interfaces for Onboarding, leading to increase in user retention.
- Collaborated with product teams to align UX strategies with business goals.

MOBILE APPS FREELANCER

Upwork

September 2015 - June 2021

SKILLS

- User experience design
- Visual Design
- User flow
- Wireframing
- User Research
- Information Architecture
- User Interface Design
- User Testing
- Journey Mapping
- Figma

EDUCATION

BACHELOR OF COMPUTER APPLICATIONS

June 2012 - April 2014

- Developed and launched over 10+ mobile applications for various startups and individual clients globally.
- Successfully integrated modern APIs and cloud services to enhance app functionality and user experience.
- Implemented agile methodologies to manage project timelines and deliverables effectively.
- Listed as Upwork's Top Rated freelancer with positive feedback from clients for timeliness and quality.
- Provided end-to-end solutions from concept, design, development, to app store deployment and support.
- Collaborated with international teams, demonstrating strong communication skills and cultural awareness.
- Stayed up-to-date with the latest industry trends and technologies to provide clients with innovative solutions.

SOFTWARE DEVELOPER

IT-ALLY SERVICES

October 2014 - September 2015

- Developed and maintained mobile applications for Android platforms.
- Created shell script to automate the versioning & uploading changes on cloud.
- Worked on Native and Cross-Platform apps for clients & internal company apps.
- Proficient in Android SDK, RESTful APIs, and JSON data handling.
- Successfully delivered Android apps to the clients.

MOBILE APP DEVELOPER

Dragonfly Creation

June 2014 - August 2014

- Responsibilities include every phase of an application starting from Design application architecture, creating mockups and implementing entire application.

DIPLOMA IN IT

2008 - 2011

CERTIFICATION

UI/UX DESIGN COURSE

DesignBoat UI/UX School

June 2020 - September 2020

INTERESTS

- Photography
- Trekking / Hiking