Rahul Shah

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Education

University of Maryland Global Campus   2024 - April 2026
M.S. Learning Design and Technology

Rochester Institute of Technology, Rochester, NY   2017 - 2021
B.S. Human-Centered Computing
Minor: **American Sign Language**
Minor: **Psychology**

Experience

Encoura — *Product Designer*   **Aug 2021 - Present**

- Led end-to-end UX design for *Encourage*, a React Native mobile app supporting over 150,000 high school students with college and career planning.

- Owned feature development from discovery through delivery, including navigation and search redesigns that improved retention by 15%.

- Created wireframes, interactive prototypes, and high-fidelity mockups in Figma, translating complex data and user needs into clear, intuitive UI.

- Championed accessibility and inclusive design by applying WCAG best practices and co-maintaining a shared design system across related products.

Rochester Regional Health — *UX/UI Intern*   **Feb 2020 - Aug 2020**

- Designed a contact tracing system for Rochester Institute of Technology to monitor the spread of COVID-19 for over 18,000 students and staff, reducing existing user workload by 50%.

Prudential Financial — *UX Research Intern*   **Jun 2019 - Aug 2019**

- Conducted usability tests and user interviews with insurance brokers on a Salesforce CRM application to validate user-friendliness and accessibility of new features and updates.

Skills

Design: Figma, Sketch, After Effects, Illustrator, Photoshop, Lottie Creator, Blender
Instructional Design: Rise 360, ADDIE Model, Gamification, Universal Design for Learning
User Research: Usability Testing, User Interviews, Survey Design, Contextual Inquiry, Affinity Mapping
UX & Interaction Design: Wireframing, Information Architecture, Prototyping, Accessibility (WCAG 2.1)
Front-End Prototyping: HTML, CSS, JavaScript, React

Awards and Extracurriculars

- Alumni Mentor at RIT UX Club
- IDEALab Six-Time Presenter Award
- Eagle Scout - Scouts, BSA