

ANITA SHAH

PRODUCT DESIGNER

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Based in San Diego, California

I'm focused on making business grow through design.

With a background in both psychology and business, I'm passionate about designing challenging digital products, blending UX & visual design with business strategy to drive measurable results. As my time as a consultant, I've done work in various verticals ranging from venture capital firms to oil burner manufactures. It doesn't matter what business you're in. I've learnt: **The user always come first.** Design directly affects business. And I'm all about using design and data visualization techniques to deliver delightful, robust and (dare I say it) magical systems for end users.

EDUCATION

University of California, San Diego 2011-2015

BS Psychology & Business

Bloc 2018

Advanced Topics in UX/UI

SKILLS

User Experience and Interaction

User Survey

Hi-Fi Mockups

User Interviews

Usability Testing

User Personas

Branding

User Stories

Prototyping

Sketching

Typography

Wireframing

Front-End Development

HTML 5

jQuery

CSS 3

Git/Github

Javascript

Responsive

PROFESSIONAL CAREER

UX Consultant

Beckett Corp (June 2018-September 2018)

This oil burner manufacturer wanted to bring their product into the 21st century by converting their oil gauges into an internet-of-things product. It was my job to design a system allow users to view their oil tank metric and manage their oil gauges and hubs through a mobile application. As the lead UX Designer on this project, I was required to research the needs of the end-user, decide on relevant metrics, and visualize the data into a mobile interface.

Brand & Design Consultant

Net Zero Enterprises (Oct 2017-April 2018)

This venture capital firm wanted to rebrand themselves. Through a one day workshop, we were able to establish the companies' values and mission. Using an iterative design process, I was able to work collaboratively with the leadership to design new logos and digital presence. I was able to take the web designs and implement them into a reality by helping the firm setup their WordPress site.

Brand & Design Consultant

Thinking Around Corners (Sept 2017-Jan 2018)

Collaborated with designers and developers to research, ideate, design and prototype digital experiences for various start-ups.

TOOLS

Sketch

Invision

Balsamiq

Adobe Photoshop

Adobe Illustrator

Microsoft Office

Canva

Axure

Jira

Figma

Omnigraffle

Survey Monkey

UsabilityHub

Google Forms

UserTesting.com

iMovie

MailChimp

PERSONAL PROJECTS

UI & Developer

Personal Portfolio

Designed and developed using HTML, CSS, and Javascript, my own current portfolio site.

UX/UI Lead

coHabit

coHabit seeks to make the roommate search easier. During the process of user research, I was loudly corrected by my users. It was humbling, but also allowed me to design with confidence knowing decisions were made with the voices of users.

UX/UI Lead

Truwork

Designed a cloud-storage app created for individuals to optimize organization and productivity for their work. I conducted user research and based on the results, worked to differentiate this product from competitors in the cloud sharing space.