Anita Shah
Experience Designer

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FOCUS

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 manufactors. It doesn't matter what business you're in. I've learnt: **The user always come first. Design directly affects business.** Design is powerful. Design is evocative. Design influences the way we think and make decisions. 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. Currently, I am learning about digital production and interaction design.

SKILLS

User Experience and Interaction

User Survey	Hi-Fi Mockup
User Interviews	Usability Testing
User Personas	Branding
User Stories	Prototyping
Sketching	Typography
Wireframing	

Front End

HTML 5	Git/Github
CSS 3	jQuery
Javascript	Responsive

WORK

Beckett Corp

UX Consultant

April 2018 - August 2018

This oil burner manufactuer 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.

Net Zero Enterprises
Brand and Design Consultant
September 2017 - February 2018

This venture captial 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 collaborately 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.

Thinking around Corners
Brand and Design Consultant
September 2017 - February 2018

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

TruWork
UX Researcher and Designer
September 2017 - February 2018

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

coHabit
UX Researcher and Designer
September 2017 - February 2018

coHabit seeks to make the roomate 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.

EDUCATION

University of California, San Diego
BS Psychology and Business
2011-2015

Bloc
Advanced Topics in UX/UI
2018

TOOLS USED

Sketch	Figma
InVision	Omnigraffle
Balsamiq	UsabilityHub
Adobe Photoshop	Google Forms
Adobe Illustrator	UserTesting.com
Microsoft Office	iMovie
Canva	MailChimp