

Maitri Shah

Creative Leader

Maitri Shah

833 N Clark #406
Chicago, IL 60610

248.904.7038
msparkle85@gmail.com

Skills

Creative Direction, Information Architecture, User-Centered Design, Team Management and Leadership, Collaboration with Stakeholders

Experience

John Deere / UX Lead

MAY 2023 - PRESENT, CHICAGO, IL

Led UX team of designers and researchers on multiple initiatives across the e-commerce program, meaningfully increasing add to cart impressions, login rate and average order value.

Arthur J. Gallagher / Senior Manager, Global UX Design

JULY 2021 - MARCH 2023, CHICAGO, IL

Recruited and led a multidisciplinary design team to create a multi-brand design system and a global customer insurance portal with C-suite stakeholder group.

Outfront Media / Interactive Design Lead and Manager

JULY 2019 - JULY 2021, REMOTE

Led an internal team and external VR development agency to secure budget, design and build a VR tool for advertiser partners. Created CX strategy for RFP responses, helping win multiple multimillion-dollar engagements.

Havas / UX Consultant

JUNE 2019 - JULY 2019, NEW YORK CITY, NY

Led creative team to design a digital experience with global C-suite stakeholder group.

Practicing Law Institute / Senior UI Designer

NOVEMBER 2015 - JANUARY 2019, NEW YORK CITY, NY

Started as a web designer supporting marketing and received a promotion into the company's first ever hybrid design role also supporting digital products.

AIQ / Web Designer

JUNE 2013 - JULY 2015, NEW YORK CITY, NY

Supported all print and digital creative projects for a financial marketing startup.

Freelance / Designer

AUGUST 2007 - JUNE 2013, NEW YORK CITY, NY

Supported fashion design initiatives at Nike and Steve & Barry's and graphic design projects with Custo Barcelona. Choreographed and performed for a local dance group and taught dance classes at various studios across New York and New Jersey.

Education

Harvard University / MS, Information Technology, Digital Media and Instructional Design (Partially Completed)

2013, REMOTE

Michigan State University / BS, Finance

2007, EAST LANSING, MI

Michigan State University / BA, Apparel and Textile Design

2007, EAST LANSING, MI

Fashion Institute of Technology / AAS, Fashion Design

2006, NEW YORK CITY, NY

Academic Accomplishments

MSU / Broad College of Business, Quantitative Business Research Methods Tutor

2007, EAST LANSING, MI

MSU / Independent Study Winner

2006, EAST LANSING, MI

FIT / Critic's Award for Sportswear Design

2006, NEW YORK CITY, NY

MSU / Dance Team Captain

2004, EAST LANSING, MI

MSU / Merit-Based Full Scholarship for 8 Semesters

2003, EAST LANSING, MI