

# MAITRI SHAH

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## DESIGN LEADER

### SKILLS

Creative Direction  
Design Systems  
Product Design  
Interaction Design  
Design Sprints  
People Management  
Product Management  
Process Implementation  
Process Improvement  
CX Strategy  
Adobe CC  
Wireframing  
HTML/CSS/JS  
Workshops  
UX Research  
Accessibility Design

### CERTIFICATIONS

UX Strategy for Emerging  
Technologies  
New York University  
2020

Product Management  
General Assembly  
2018

Sharepoint 2016 Power End  
User  
ONLC Training Center  
2016

Web Development Immersive  
General Assembly  
2015

### PROFILE

Passionate about people, product and process. Design professional with 13 years of experience in design, with 8+ years in product, UX, and UI design for diverse organizations. Uniquely effective ability to partner across teams due to background in design, business and engineering. Creative with helping people and businesses through innovative experience design solutions. Comfortable leading teams to exceed expectations and progressively raise the bar. Entrepreneurial thinker who knows what it takes to bring ideas to life.

### EDUCATION

Information Technology, Digital Media and Instructional  
Design  
MS  
Harvard University (HES)  
2013, Partially Completed

Finance  
BS  
Michigan State University  
2003-2007

Apparel & Textile Design  
BA  
Michigan State University  
2003-2007

Fashion Design  
AAS  
Fashion Institute of Technology  
2005-2006

**PROFESSIONAL EXPERIENCE IS ON  
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## PROFESSIONAL EXPERIENCE

### **Interactive Design Lead, Outfront Media – New York, NY – Jul 2019-Present**

Currently leads design team in company's digital initiatives including customer-facing products, websites and experiences. Produces and facilitates workshops and discovery sessions. Creates CX strategy for business development to help win multiple multi-million dollar deals. Partners with heads of engineering, implementation, marketing and content to develop projects. Manager of direct reports.

Designed and shipped digital tool that aids clients in content optimization.

Facilitated workshops and created experience strategy for connected experiences with DOOH, to help win a number of multi-million dollar business deals.

Created material to evangelize CX practice to include in sales toolkit.

Led teams on the UI, Art and CMS tracks to design and produce VR preview utility for clients.

Managed direct reports to facilitate growth, development and satisfaction.

### **Design Consultant, Havas North America – New York, NY – Jun 2019-Jul 2019**

Selected to work directly with the CEO of Havas North America, CEO of Havas New York and with a team of creatives on a creative storytelling project to digitally represent Havas North America and its 26 entities.

Specifically selected due to unique design aesthetic and excellent communication skills.

Led a team to create a website design as well as design system documentation to distribute globally as creative direction.

Shared design concepts directly to CEOs of Havas North America and Havas New York and worked to understand objectives and build consensus.

### **Senior UI/UX Designer, Practising Law Institute – New York, NY – Nov 2015-Jan 2019**

Solely led brand identity development across digital interfaces and marketing materials following corporate rebranding for leading legal education content publisher. Partnered with cross functional teams in an Agile setting to enhance design on client-facing interfaces considering accessibility and ADA compliance. Self-initiated the creation of a request system between the marketing and graphic design teams consisting of 25+ team members, including a centralized system and request process which improved transparency and increased productivity by about 150% YoY. Per the request of the CMO, mentored the rest of the design team on process and technique.

### **UX/UI Designer, AIQ – New York, NY – Jun 2013-Jul 2015**

Played integral role in designing print and digital marketing materials, digital billboard content for 13 screens in Times Square and a registration website for a corporate event.

### **Business Owner and Designer, Freelance – New York, NY – Aug 2007-Jun 2013**

Self-created dance practice including performance, choreography and lessons in the NY tristate area. Created designs for NIKE, Custo Barcelona and Steve & Barry's.

