

# MAITRI SHAH [ PROBLEM SOLVER BY DESIGN ]

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## **Design is about communication.**

I utilize user-centered design principles to ensure customer and business requirements are translated into beautiful, engaging and functional experiences by working collaboratively with marketers, product owners, user researchers and developers. I am an award-winning designer with 10+ years of experience in creative visual and graphic design, and coding.

*Creative Director | Design Management | Collaborative Mentor & Trainer | Empowering Leader | Strong Communication Skills | User-Centered Design | Responsive Website Design | Front-End Development Support | Content Production | Visual Designer | Adobe Creative Suite | Digital Marketing | Sharepoint | Rapid Prototyping | Web Development | XD | Photoshop | Illustrator | HTML | CSS | JavaScript*

## **PROFESSIONAL EXPERIENCE**

*Practising Law Institute, New York City - UI/UX Designer  
November 2015 - Present*

- Initiated and integrated storytelling elements into newer microsites and digital platforms resulting in higher user engagement
- Successfully bridged marketing, design and development staff
- Translated new brand into UI style guide and code pattern library to improve consistency and cohesiveness of brand to user
- Collaborated with key stakeholders across the organization to ensure designs are cross-functional solutions
- Provided direction for executing creative assets with focus on quality and efficiency
- Spearheaded and encouraged leverage of UI frameworks, increasing velocity of front-end development and reducing manual error

*General Assembly, New York City - Web Developer / Web Development Immersive  
July 2015 - October 2015*

- 12-week program that taught the fundamentals of website development with a focus on Ruby on Rails framework
- Designed and built web applications using languages and technologies including Ruby, SQL, HTML, CSS, JavaScript, RSpec, Rails framework, testing using the TDD method, and development using the Agile process
- Strengthened my design ability from a technical perspective

*AIQ, New York City - Lead Visual Designer*  
*June 2013 - July 2015*

- Hired and managed external designers to execute spots for jumbotron in Times Square to elevate brand image and market corporate events
- Designed digital and print forums leading to increased registrations for corporate events
- Managed and collaborated with outsourced designers/developers to generate website for event, increasing awareness and attendance

*Contract, New York City - Designer*  
*Performance Dance, New York City - Dancer and Choreographer*  
*June 2007 - June 2013*

- Contributed to design of new menswear line called Wonderwall (Steve & Barry's)
- Chosen by global design team in Barcelona to independently provide visual concept to be utilized across regional teams, increasing visibility for the local team

## **EDUCATION, AFFILIATIONS & ADDITIONAL SKILLS**

- **Bachelor of Science, Finance** - Michigan State University 2007
- **Bachelor of Arts, Apparel & Textile Design** - Michigan State University 2007
- **Associate of Applied Science, Fashion Design** - Fashion Institute of Technology 2006
- Affiliations - Design Driven NYC, Data Driven NYC, Hardwired NYC, General Assembly
- Additional Skills - Choreographed dance routines for professional dance groups, increasing visibility and clientele for the dance school

## **AWARDS**

- **UX Hackathon Winner** - Serval Ventures
- **Graphic Design Competition Winner** - JAINA
- **Critic's Award for Design Winner** - Fashion Institute of Technology
- **Full Merit Scholarship** - Michigan State University