

Maitri Shah

[Work Samples](#)

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EDUCATION

MS, Information Technology, Digital Media and Instructional Design (partially complete), **Harvard University**

BS, Finance, **Michigan State University**

BA, Apparel and Textile Design, **Michigan State University**

AAS, Fashion Design, **Fashion Institute of Technology**

CERTIFICATE

UX Strategy for Emerging Technologies, **New York University**

OTHER EXPERIENCE

UX Mentor, Avocademy

UX Manager, Fuego UX

Technical Designer, Nike

Quantitative Business Research Methods Tutor, MSU Broad College of Business

SKILLS

UX DESIGN

USER RESEARCH

PRODUCT STRATEGY

LEADERSHIP & MENTORSHIP

PROCESS IMPROVEMENT

INTERACTION DESIGN

DESIGN SYSTEMS

OPERATIONS

PRODUCT DISCOVERY

DATA ANALYSIS

STORYTELLING

INFORMATION ARCHITECTURE

AI

FIGMA

MURAL

SUMMARY

Strategic user experience leader with over 10 years of experience creating customer-centric digital experiences, driving innovation, and leading high-performing design teams. Proven expertise in developing intuitive, engaging interfaces for complex systems, aligning business goals with user needs, and fostering a culture of collaboration and growth. Adept at driving organizational strategies, mentoring design teams, and implementing data-driven design solutions to enhance product success in B2B, B2C, marketing and e-commerce contexts.

EXPERIENCE

John Deere | UX Lead, E-Commerce

May 2023 - July 2024

- Directed UX strategy for a global e-commerce platform, driving a 2% increase in conversion rates and \$2.1M revenue growth by enhancing user interactions across web and mobile platforms, such as expanding the product portfolio offered online beyond parts and merchandise to include whole equipment goods.
- Championed human-centered design principles, integrating user research and testing into the product lifecycle. Interviews with dealers and a workshop with customer support helped inform iterations for a dealer back office design as an enterprise capability.
- Collaborated with product and engineering leadership to maintain the e-commerce roadmap.
- Led the integration of user journeys, personas and design concepts into blueprints, the strategic artifact for major e-commerce projects.
- Led designers across 8+ domain teams to develop prototypes and wireframes to positively impact success metrics.
- Established departmental process to enhance cross-functional collaboration and foster UX culture.
- Leveraged John Deere's Fuel design system to lead creation of source of truth component library for consistency across the e-commerce experience and related capabilities including the dealer back office.

Arthur J. Gallagher | Senior Manager, Global UX Design

July 2021 - March 2023

- Led a global design team to develop and maintain design systems that scaled across Gallagher, RPS, Artex and Gallagher Bassett brands in the Americas and Europe while enabling personalization and user segmentation.
- Oversaw user journey mapping and testing processes to interpret strategy into actionable plans.
- Worked closely with product and marketing teams to build relationships and nurture a trusting and productive environment.

Outfront Media | Interactive Design Manager, Product Experience

July 2019 - July 2021

- Managed the design and VR development teams to create a custom virtual reality advertiser preview tool and other interactive products, significantly improving the advertiser experience and

AXURE
DATADOG
ADOBE ANALYTICS
TRELLO
JIRA
CONFLUENCE
W3C
WCAG
SAAS
SIX SIGMA
AGILE METHODOLOGIES
SCRUM

ACCOMPLISHMENTS

WINNER, independent study program
resulting in new accredited course
offering in design curriculum, MSU

CAPTAIN, dance team, MSU

WINNER, merit-based full scholarship for
8 semesters, MSU

WINNER, Critic's Award for Sportswear
Design, FIT

securing major business contracts.

- Developed comprehensive CX strategies as part of business development efforts, which played a role in securing 2 multimillion-dollar contracts and established the team as a revenue-generating department.

Havas | UX Consultant

June 2019 - July 2019

- Directed creative strategy and led a high-profile brand identity and marketing project, ensuring alignment with both user needs and strategic business goals.
- Worked closely with a multidisciplinary team to refine and execute design concepts, and shared progress with executive stakeholders such as the CEOs of Havas North America and Havas New York for their feedback.
- Provided expert feedback and mentorship to the creative team, fostering a culture of innovation and excellence within a fast-paced, collaborative environment.

Practicing Law Institute | Senior UI Designer

November 2015 - February 2019

- Pioneered the creation of the company's first UI design role, shaping the overall creative vision and driving product design for customer-facing digital tools.
- Collaborated with product and engineering teams to launch a credit calculator tool, making it easier for legal professionals to find courses that fulfill their credit requirements.
- Mentored junior designers and led the creation of a comprehensive component library, ensuring consistency across digital interfaces and improving workflow efficiency.

AIQ | Web Designer

June 2013 - July 2015

- Led all design efforts in a startup environment, taking full responsibility for both print and digital creative assets, ensuring cohesive and impactful brand visuals.
- Took initiative to streamline design processes and optimize the delivery of creative assets across multiple digital channels.
- Designed and implemented a conference event registration website, increasing awareness of the event and enabling interested parties to register online.