**Maitri Shah**

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**Lead Visual Designer & Web Developer**

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| **Specialized in: Design Management, Creative Directing, Concept Marketing** |

A highly capable next-level designer and leader with 10+ years of experience in creative visual and graphic design. Expertise includes finance and concept marketing for diverse industries. Adept in designing artistic websites that unfold a story while organizing content into optimal design structure. Award winning designer with coding knowledge skilled at working collaboratively alongside product owners, information architects, user researchers and developers using Agile software. Ready to leverage background and knowledge with a challenging new position.

Creative Director **|** Design Management **|** Collaborative Mentor & Trainer **|** Continual Improvement **|** Empowering Leader**|** Strong Communication Skills **|** User-Centered Interfaces **|** Responsive Websites **|** Front End Development Support **|** Content Production **|** Visual Designer **|** Finance, Fashion & Wellness**|** Digital Marketing **|** Web Development **|** User-centered **|** Technical Proficiencies:Microsoft Word, Excel, Publisher, Power Point, Agile Process, Ruby, SQL, HTML, CSS, Javascript, TDD testing

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| **PROFESSIONAL EXPERIENCE**  **a** |

***UI/UX Designer*** **– Practising Law Institute |** New York, New York Nov. 2015 - present

Designing user-centered interfaces on responsive websites for favorable experiences in mobile, tablet and desktop. Leading front end developers by spearheading usage of UI framework and design development to increase consistency and save time. Informing user experience through research, concept sketches, wireframes and animation.

* Increased efficiency and volume of completed requests through creation and implementation of centralized request process
* Successfully built bridge between marketing and design teams
* Initiated and integrated storytelling elements into newer microsites resulting in higher user engagement
* Created image bank for the team, making commonly used images available for immediate use by all users
* Defining information architecture through sitemaps and user flows

***Web Developer/Web Development Immersive*** **– General Assembly |** New York, New York July 2015 – Oct. 2015

Full Immersion in 12-week program teaching fundamentals of website development using Ruby on Rails framework. Gained knowledge and experience in most commonly used computer languages and technologies.

* Mastered skills in Ruby, HTML, SCC, Javascript, RSpec, Rails framework to advance director abilities
* Tested using TDD method
* Developed using Agile process

***Lead Visual Designer* – AIQ |** New York, New York June 2013 – July 2015

Lead developers with interface design implementation utilizing UI framework. Responsible for execution and delivery of related print and digital marketing collateral. Created wireframes and prototype solutions for simplified workflow. Hired and managed external designers to execute Thomson Reuters Jumbotron animations.

* Directed advertising and design for thirteen screens in Time Square, to elevate brand image and market events
* Designed digital and print forums leading to increased registrations for corporate events
* Collaborated with outsourced designer/developers to generate creative websites for events, increasing awareness and attendance

***Designer* – Contract |** New York, New York June 2007- June 2013

Lead Designer for multiple clients including Nike, Custo Barcelona, Maybelline, Olay, and Disney. Used agency to match visual design and directing skills with leading projects related to creative digital and print design.

* Contributed to design of new menswear line called Wonderwall (Steve & Barry’s)
* Worked with core design team to create diverse digital and printed artwork used in Barcelona
* Chosen by Barcelona Global Design Team to independently execute and translate digital marketing collateral which lead to automated, streamlined prioritization and increased visibility for the team

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| **EDUCATION, AFFILIATIONS & ADDITIONAL SKILLS**  **a** |

* **Bachelor of Arts, Finance** – Michigan State University 2007
* **Bachelor of Arts, Apparel & Textile** – Michigan State University 2007
* **Associate’s of Arts, 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 business and clientele for schools

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| **AWARDS**  **a** |

**PROFESSIONAL EXPERIENCE**

**a**

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