

Malvi Shah

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SKILLS

DESIGN

Persona Creation • UI graphics • Illustration • Storyboarding • Wireframing • Prototyping • Visual Design • Animation

RESEARCH

Interview (Remote and In-person) • Contextual Inquiry • Usability Testing • Statistical Analysis • Surveys • Heuristic Evaluation • Cognitive Walk-through

TOOLS

Sketch • Adobe XD • Illustrator • Photoshop • After Effects • InVision • Marvel • Zeplin • GIT • Trunk

LANGUAGES

HTML • CSS • JavaScript • C/C++

LINKS

LinkedIn:// [malvi-shah](#)
Portfolio:// [malvishah.com](#)
Dribbble:// [dribbble.com/mshah](#)

COURSEWORK

User Experience Design
Visual Design
Design Innovation
Contextual Inquiry
Mobile Application Development
Principles of Communication and Leadership
Digital Marketing
Data Structures and Algorithms
Project Management

POSITIONS

Girls Who Code
Club Facilitator

University Magazine
Senior Editor

EXPERIENCE

ETR- ENTERPRISE TECHNOLOGY RESEARCH | UX/UI DESIGN

INTERN

June 2018 – Present | NY, USA

- Worked closely with the engineering team, the sales team, the marketing team, and the analytics team of the Data Research firm to get familiar with their work and understand their requirement for a public facing interface in the e-commerce domain.
- Designed a low fidelity prototype to give the company's website a completely new look and iterated on the designs based on the feedback received from various teams.
- Worked on incorporating multiple user flows, edge cases, and all of the stakeholder needs into the platform and pitched the new website to the CEO of the company.
- Worked closely with the developers to ensure a smooth transition from design to development, conducted the Q/A testing on a regular basis, participated in coding when needed, and successfully launched the website after just 2 months.

RUTGERS UNIVERSITY | USER RESEARCH ASSISTANT

Sept 2017 – Dec 2017 | NJ, USA

- Assisted a former student with making the website for a course in the concentration of User Experience Design for Rutgers University.
- Conducted face-to-face contextual inquiry with 15-20 target users and recorded their feedback with reference to the existing website.
- Made use of the research findings to create personas highlighting the different types of users and designed detailed journey maps to recognize user pain points in a more specific manner.
- Based on all these deliverables, pitched the concept of a refined website to address the user feedback points and enhance the website's user experience.

RUTGERS UNIVERSITY | TEACHING ASSISTANT

Sept 2017 – May 2017 | NJ, USA

- Taught the undergraduate course of CS 170-Computer Applications for Business to about 50 students.
- Included teaching concepts of HTML, CSS, JavaScript to students with no background in coding.

EDUCATION

RUTGERS UNIVERSITY

MASTER OF BUSINESS AND
SCIENCE IN COMPUTER
ENGINEERING & UXD

Grad. May 2018

New Brunswick, NJ

Cum. GPA: 3.8 / 4

DHARMSINH DESAI UNIVERSITY

B.TECH IN ELECTRONICS AND COMMUNICATION

Grad. May 2016

Gujarat, India

Cum. GPA: 7.89 / 10