

MANASHI SHAH

Digital Product Designer

 manashishah.com  manashishah5@gmail.com
 +1(437) 988-0473  github.com/manashishah
 North York, Canada  /in/manashi-shah/



SUMMARY

Eager to evolve as a digital product designer, I am dedicated to blending simplicity with usability in designs that resonate with users and align with business objectives. With a firm commitment to human-centered design, I prioritize user research and accessibility, adhering to WCAG guidelines, to create inclusive and effective digital solutions.

EXPERIENCE

4/2019 – 8/2022	Front-End Developer and UI/UX Designer	Trinarybits Technologies Pvt. Ltd.
<ul style="list-style-type: none">Designed sophisticated, responsive websites using HTML, CSS, and JavaScript, crafting detail-oriented features for mobile and desktop platforms.Demonstrated the power of interactive web components with React.js, which conserved resources and improved site performance—resulting in a marked increase in user engagement and efficient loading.Crafted UI/UX prototypes in Figma, providing a detail-oriented and cohesive visual and functional user experience.Interviewed users as part of an iterative design process, employing a direct technique to gather actionable insights.		
React / Javascript / JQuery / HTML / CSS		
1/2023 – 5/2023	UI/UX Designer	Sheridan College Capstone Project for Deloitte
<ul style="list-style-type: none">Directed a series of detail-oriented and direct user interviews, conducting over 10 sessions to extract essential insights that shaped the user experience strategy for a holistic health and wellness app.Designed a comprehensive suite of Figma components, creating over 15 flexible and imaginative variants to form a scalable and reusable design system that enhanced interface consistency.Conserved resources and streamlined processes by adhering to a steadfast and flexible Agile framework, enabling the team to remain responsive to iterative user feedback and changing project dynamics.Demonstrated a detail-oriented approach to UX/UI design, meticulously crafting wireframes and user flows that flexibly adapted to user needs and project requirements.		
Figma / Adobe XD / Photoshop		

PROJECTS

UI/UX Designer	Fitwell Mobile Application (Figma Link )	Sheridan College's Capstone Group Project with Deloitte
<ul style="list-style-type: none">Led UI/UX design for the "Fitwell" mobile application, a health and wellness project for Sheridan College's Capstone Group in collaboration with Deloitte, focusing on a holistic approach to well-being.Conducted comprehensive user research and iterative design processes to develop intuitive and engaging application interfaces, significantly enhancing user experience.Utilized Figma to create and refine final mockup designs, ensuring the digital wellness solution was aligned with Deloitte's specific requirements and standards.Achieved positive feedback during user testing phases, demonstrating the application's effectiveness in meeting holistic well-being needs through its user-focused design.		
UI/UX and Web Developer	ZenOasis Web Application/Site (Figma Link )	Studio Practice Class, First Semester Project
<ul style="list-style-type: none">Directed the full lifecycle development of "ZenOasis," a meditation and mindfulness web application/site, for a Studio Practice class project, leveraging skills in UI/UX design and web development.Utilized Figma for initial design concepts, followed by Adobe Suite for enhancing visuals, ensuring the platform's serene and inviting aesthetic was effectively communicated.Executed front-end development using HTML, CSS, and JavaScript, creating a responsive and accessible web platform that promotes mindfulness practices.Achieved enhanced user engagement through meticulous UI/UX design and smooth web development execution, offering users a seamless and immersive experience in meditation.Successfully combined technical web development with creative design principles, resulting in a peaceful web application that serves as a dedicated space for users seeking mindfulness and meditation.		

EDUCATION		
9/2023 - 8/2024	Web Development – Front-End Design Program Postgraduate Degree	George Brown College
9/2022 - 5/2023	Digital Product Design Postgraduate Degree	Sheridan College
5/2014 - 10/2018	Bachelor of Information Management Bachelor's Degree	St. Xavier's College