

# MEERA SHAH

UX/UI DESIGNER – TORONTO, CA

meera31kanata@gmail.com

www.meerashah.ca

linkedin/in/meera-uxui

## PROFESSIONAL SUMMARY

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Combined 13 years' experience in advertising and marketing, most recently at Spotify and Google working with the world's top brands to conceptualize, oversee and launch a variety of web products. Transitioning from Ad Sales Account Director into a UX/UI Designer role after updating skills, education and completing several freelance design projects. A deep passion for creative problem-solving and bringing ideas to life. Expert at collaborating with designers & developers and in communicating with key stakeholders.

## TECHNICAL SKILLS

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User Flows	Figma	Adobe Photoshop	HTML5	React.js
Wireframing	Sketch	Adobe Illustrator	CSS3 & SASS	Version Control
Prototyping	Adobe Xd	Agile Methodology	JavaScript	Component Architecture

## WORK EXPERIENCE

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FREELANCE - Designer/Developer, 01/2020 - present

Completed Freelance projects as a Designer/Web Developer

- Designed and developed professional portfolio website for Industrial Designer Jason Clerk; Logo & Shopify site for Everyday Ethical Essentials clothing company; and a professional portfolio website for BBC Journalist Dhruti Shah
- Each project included research, defining design needs, mapping user's journeys, wireframing, prototyping and web development

SPOTIFY CANADA - Account Director, Advertising Sales, 02/2015 – 09/2017

Spearheaded partnerships with Fortune 500 brands to execute custom digital products leveraging Spotify's API

- Created 40-60 customized concepts monthly, refined to executable ideas and launched approximately 25-30 custom websites generating ~\$2MM in revenue annually
- Briefed and oversaw designer & development team workflow, providing feedback and approvals on artifacts as "Product Owner" throughout duration of each project

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- Joined as part of Canadian launch team and scaled the regional office from start-up phase to fully functioning growth market within global organization leading up to IPO
- Collaborated cross-functionally with external Clients, and internally with Data, Research & Insights, Product Marketing and Creative Solutions teams regularly

GOOGLE PLAY MUSIC/SONGZA - Regional Sales Manager, Advertising Sales, 01/2014 – 01/2015  
Crafted custom partnerships with Fortune 500 businesses to integrate their brand in to the Songza/Google Play Music platform

- Collaborated with Editorial team to conceptualize and execute ~10-15 branded playlist partnerships annually
- Leveraged user behavioural data to inform and build user flows for advertiser playlist partnerships
- Rare experience working in a start-up, active role in the company's transformation as it was acquired by Google

## EXPERTISE

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Interaction Design

Data-Driven Solutions

Innovation

User Experience (UX) Strategy

Cross-Function Collaboration

Concept Development

Front-End Web Development

Presentation & Communication

Ideation

Empathy

Storytelling

Attention to Detail

## CAREER HIGHLIGHT

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2016 Media Innovation Award Shortlist – Best in Consumer Engagement  
McDonald's, OMD & Spotify for the *McDonald's Road Trip Playlist Website*

## EDUCATION

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User Interface Design Certificate  
Brainstation, 06/2019

Web Development Diploma  
Brainstation, 12/2018

Bachelor of Design (B. Des.)  
O.C.A.D., 05/2005