

Ray Shah - Product Designer

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I build and lead multi-national, award winning agile teams, producing cutting-edge product.

Practitioner of user-centered design, UX research and rapid iterative processes.

Tools we make should be second nature for intended audiences, reducing cognitive load, making new things possible and delighting users.

Work

1997 - Founder, President Think Design

Bespoke digital agency effecting transformation for Fortune 500s, cultural institutions and universities; I've created new revenues, reached new audiences and saved money for my clients.

Linstance

Cloud hosting platform, with simple process spinning up and maintaining virtual servers. Result: an attractive and easy to use package for developers.

Feedback Fido - Crosswalk Digital

MVP service Remote user testing, qualitative user feedback with built-in recruitment service. Result: Promising concierge MVP

City University London -

Devised system to plan creativity workshops. Result: Planners can search for and add best aspects of previous workshops to their own.

CUNY Who Built America Badges

Training website for social studies teachers, with case studies, quizzes and coursework. Result: Hundreds have participated and gained accreditation.

Lowy - Framing Application

High fidelity imaging system for antique fine art framers. Result: Competitive advantage to Lowy, allowing for timely quoting.

CUNY City Technology

Mechanical engineering training website for grade school teachers Result: Teachers and kids love it; Thousands of kids and teachers built projects.

Metropolitan Museum of Art - Labels

Achieved stakeholder buy-in to a labels system through involvement. Result: Elucidated requirements of the future system and RFP.

Steve.museum tagging tool

Led agile development team from 7 institutions. Result: public tag art online with everyday terms.

New-York Historical Society - AmRev Online

Built publishing environment for thousands of documents, artifacts from library and museum collections. Students could recount stories using these objects

Other Notable Clients

Writers Guild of America, BBC, Pfizer, Museum of Jewish Heritage, Guggenheim Museum, Barnes & Noble, Giorgio Armani and Donna Karen.

1999 -2002 Katherine Gibbs

Developed and taught college level courses in Interface Design and Web Publishing.

1994/97 Director and Co-founder of Sugar

Information Service, Internet soft commodity news service and market. Result: New, better informed audience of farmers and traders created; sold to investors.

Skills

Desktop: Axure, OmniGraffle, Photoshop, Illustrator, InDesign, Excel, R, Visio, Git/Github.

Front-end: HTML, CSS, JavaScript.

Back-end: PHP/MySQL, UNIX, AWS EC2, EBS, S3,

Creative Problem Solving: Facilitate workshops to devise stakeholder solutions.

Education

2015 M.Sc. Human Centered Systems

City University, London
User Centered and Service Design, Creativity, Cognition & Technology. Interactive systems: prototype, evaluate & improve for users. Distinction in individual project: Improving Information Search for Dyslexic Users.

1994 B.Sc. Industrial Design (Honours)

Brunel University, London

Hobbies

Swimming and cycling - I love getting some exercise before work.

Baking bread and playing with **Raspberry Pi**.