

Panth Shah

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SUMMARY

Product Designer specializing in problem-solving for B2B and B2C enterprises, leveraging data-driven insights, systems thinking, and AI technologies to craft innovative solutions. Skilled in simplifying complex processes and fostering strong collaboration with cross-functional teams, including Product, Business, and Engineering.

WORK EXPERIENCE

UX Designer | Samsung Electronics America | Mountain View, CA May 2025 – Present

- **Led the end-to-end UX design** of the “Buy More, Save More” promotional component for Samsung’s home appliance platform, projected to influence up to **\$1M in annual sales uplift** by increasing visibility and engagement of tiered discount offers
- **Collaborated with the Engineering team and Product managers** to ensure feasibility while redesigning the Bundle Builder experience, enhancing pairing logic and promo feedback, resulting in a projected **\$500K uplift** in yearly sales
- **Audited cart error messaging**, collaborating with SEA researchers and the global Korea team (Suwon) to uncover pain points, map friction patterns, and craft a more human-centered messaging system, **reducing cart abandonment and user confusion**
- Built an **internal Sketch plugin using Cursor** to improve design-to-dev workflows by automating spacing, spec exports, and layout documentation, enhancing accuracy and efficiency across cross-functional collaboration

Founding Product Design Engineer | Phealth | Cupertino, CA Jan 2025 – April 2025

- Led end-to-end design for Phealth’s nutrition MVP, a mobile app that helps users plan meals around dietary restrictions, shaping the process from wireframes to interactive Figma prototypes to create an intuitive and personalized experience
- Developed the entire native iOS frontend in Swift, skillfully translating Figma designs into a functional, interactive MVP

UX Designer | Northeastern University | Boston, MA May 2023 – Dec 2024

- Collaborated with designers, product managers, and engineers to revamp the University Student Hub, incorporating the Microsoft Fluent Design System to improve navigation and **ensure accessibility** by following the W3C ARIA Authoring Practices
- Conducted **accessibility audits** on 15+ Northeastern University-affiliated websites, applying **WCAG principles** to identify and document issues in Notion, enhancing digital inclusivity
- Streamlined user research by preparing strategies, **conducting interviews, focus groups**, task analysis, and usability testing to improve insight gathering and inform design decisions
- Shipped **10+ new features** within the Student Hub, including the News and Events section and Employee and Family Hubs, driving weekly **user growth to 29.3K** and enhancing the experience of 50,000 daily student users across 13 campuses

UX Designer | Founderway.ai | Midlothian, Virginia Jan 2024 – May 2024

- Led the cross-functional collaboration between design and engineering teams to establish a scalable **design system (200+ components)**, boosting design team efficiency by 20% & reducing design inconsistencies by 15%
- Identified usability gaps in user flow using Hotjar research (**heatmaps, recordings, surveys**) and enhanced user flows, increasing task completion rate by 30%
- Redesigned the **conversational interface for Ace AI Copilot**, improving usability with 50+ task-specific prompts for pitching, idea validation, and strategy planning—reducing bounce rates by 40% and boosting user efficiency

Product Designer | Unify Pvt Ltd | Surat, India May 2021 – Jul 2022

- Created brand assets and interactive motion prototypes in Figma for Unify’s mobile app, translating early concepts into cohesive, high-fidelity designs that improved user satisfaction by 40%
- Conducted **usability testing** with 30 participants on mobile interfaces, identifying key pain points and implementing improvements that led to a 25% increase in user engagement

EDUCATION

Northeastern University Boston, MA
Master of Science, Computer Software Engineering | GPA: 3.80 Sep 2022 - Dec 2024

Charotar University of Science and Technology Nadiad, IN
Bachelor of Technology, Information Technology | GPA: 4.00 Jul 2018 - May 2022

SKILLS

Design: User Interface Design, Design System, Prototyping, Journey Maps, User Flows, Design Thinking, Customer Journey Map, Storyboarding, Information Architecture, Interaction Design, Motion Design, Visual Design, Peer Reviews

Research: User Interviews, Usability Testing, Competitive Analysis, Generative Research, Affinity Mapping, A/B Testing, User survey, Card Sorting, Heuristic Evaluation, UX Audit, Persona Creation

Tools & Technologies: Figma, Framer, Sketch, Paper, Adobe Creative Suite, Confluence, Jira, Play, Miro, HTML, CSS, JavaScript

AI Tools: Figma Make, Magic Path, Cursor, Lovable, Vercel VO