

**Sejal  
Shah**



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**Auckland, NZ**

### Skills

**Product Design**  
**Product Strategy**  
**Design Research**  
**Service Design**

### Education

**Bachelor in**  
**Applied Arts,**  
**India**

### Current role

Aug 2019 - Present

**Lead Experience**  
**Designer,**  
**Westpac NZ**

### Hello!

I'm an Auckland based Product & Experience Designer with love for problem solving and building customer-centric solutions through design thinking and data & insight-driven decision making.

### Design experience

I strive to create thoughtful experiences to achieve customer & business goals and believe in taking the product teams and stakeholders along the end-to-end design journey to implement those experiences. Over the past 12+ years, I've delivered digital products and omnichannel experiences through product design & service design, qualitative & quantitative research, and agile implementation processes. As a lead designer, I enjoy building a customer focussed product strategy together with the product, engineering and business leads and guide and work with the design team to deliver it. I've worked across various industries ranging from travel, real estate, e-commerce and banking, giving me the opportunity to work on a wide range of problems.

### About current role

I'm currently working on the personal banking online experience focusing on the mobile apps. I work closely with researchers, POs and engineers to identify the customer problems and prioritize, plan and deliver a solution to ensure customers and business get most value out of it. I mentor and lead a small team made up of designers and UX grads, creating a space for collaboration and alignment on design work happening across different squads and tribes. As part of that, I work with the POs to build and maintain a design roadmap and help with design resourcing. I'm also responsible for building and maintaining component libraries for the app, while contributing to the wider Westpac Design System. Collaborating with a wide range of functions across banking like legal, compliance, security teams as well as customer facing teams enables me to deliver safe, secure and valuable solutions for our customers.

## Previous roles

Nov 2018 - Aug 2019

### **Senior Experience Designer**

Oct 2017 - Oct 2018

### **UX Designer, The Warehouse Group, NZ**

During my time here, I helped build cohesive omnichannel experiences for Kiwis shopping across some of New Zealand's biggest retail brands within The Warehouse Group, through service and product design. My responsibilities included collaborating with various parts of the business and the product teams to implement group-wide strategic initiatives. I was also the lead designer for the electronics retail brand Noel Leeming, ensuring we achieve business goals by constantly improving the shopping experience for our customers.

Mar 2016 - Jul 2017

### **UX Designer Trade Me Property, NZ**

I was part of the revamp project of this iconic New Zealand website, along with Property Insights – a useful tool to get property estimates across NZ. My responsibilities included working closely with Product Managers, and following the process of research - design - test - iterate, to continuously improve the experience across various Trade Me projects.

Feb 2016 - Mar 2016

### **UX / UI Designer (Contract)**

Mitre10, New Zealand

May 2015 - Mar 2016

### **Freelance UX / UI Designer**

India / Singapore

Nov 2014 - Apr 2015

### **Lead UI & Visual Designer**

The Great Next, India

Aug 2011 - Oct 2014

### **Senior Designer**

Interactive Avenues, India

Mar 2009 - Feb 2011

### **Visual Designer**

Ignitee Digital, India

Sep 2008 - Feb 2009

### **Junior Visual Designer**

Oxygen Advertising, India