Sejal Shah

sejalsh.github.io
ssejal19@gmail.com
+64 27413 6847
Auckland, NZ

Skills

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

Education

Bachelor in Applied Arts, India

Current role

Aug 2019 - Present

Senior / 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 design journey to implement those experiences. Over the past 12+ years, I've delivered digital products and end-to-end omnichannel experiences through product design & service design, qualitative & quantitative research, and agile implementation processes. I've enjoyed working and learning across various industries ranging from travel, real estate, retail and banking.

About current role

As a lead designer, I'm currently working on the personal banking online experience focusing on the mobile apps. I'm also responsible for building and maintaining component libraries for the app, while contributing to the wider Westpac Design System. 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. 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. 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.

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