

**Sejal  
Shah**



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### Skills

**UX / UI Design**  
**UX Research**  
**Service Design**  
**UX Strategy**

### Education

**B.F.A.**  
**(Applied Arts)**  
**Pune, India**

### Current role

Aug 2019 - Present

**Senior UX  
Designer -  
Mobile App,  
Westpac NZ**

### Hello!

I'm a New Zealand based Experience Designer with love for problem-solving and building customer-centric solutions through design thinking and data-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 10+ years, I've delivered digital products and more recently end-to-end omnichannel experiences through product design & service design, qualitative & quantitative research, and agile implementation processes. It excites me to experiment with new tools and methods emerging in the design industry, while continually collaborating with technology and business stakeholders.

### About current role

As a Senior UX Designer at Westpac NZ, I'm currently helping build our online banking experience. I primarily work on the iOS and Android mobile app, while making sure we solve any customer and business problem holistically across all channels. I'm also collaborating with a few designers and developers to create a single design system for all Westpac products & services. Currently, in a very initial phase, I'm leading the team in creating a multi-brand design system structure starting with a Figma component library. Working closely with product teams, data analysts, and legal & compliance teams also gives me an opportunity to coach the business in putting the customer first and follow the design process for effective problem-solving.

## 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.

Sep 2017 - Oct 2017

### **UX Designer (Contract) Jucy Group, NZ**

In my brief time at Jucy, I worked with the lead designer to create wireframes, hi-fidelity prototypes & UI for the rental checkout process. I also worked on creating a basic UI kit to kickstart the development.

Mar 2016 - Jul 2017

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

I was part of the revamp project of this iconic Kiwi 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