# AYUSHI SHAH

New York, NY | +1 (347) 222 5833 | ayushi0607@gmail.com | ayushidesigns.com | linkedin.com/in/ayushi-shah0607/

Product Designer with ~3 years of experience crafting user-centered and research-driven design solutions. Skilled in cross-functional collaboration and applying design methods across industries to enhance product impact for both businesses and users.

## PROFESSIONAL EXPERIENCE

**UX/UI Design Intern**                                                                                   **September 2024 - December 2024**
*Grid Dynamics*                                                                                                                          *New York, NY*
• Improved the user experience of a digital product for a multinational tech company through qualitative research; partnered with cross-functional teams to plan redesign considerations that enhance usability and better align with stakeholder needs and business goals

**UX Designer**                                                                                                           **July 2022 - July 2023**
*Philips  Experience Design*                                                                                                 *Bangalore, India*
• Contributed to a Gates Foundation–funded project focused on reducing pregnancy-related mortality in underserved communities by designing an AI-powered prenatal screening tool; led field research, market analysis, prototype iteration, and usability testing in collaboration with Researchers, Business Leads, Clinicians, and ML Engineers
• Delivered an end-to-end product experience scalable for 5 user groups across 2 geographies, integrating user needs, business requirements, and regional medical regulations

**Junior Design Strategist**                                                                               **September 2021 - June 2022**
*Designit*                                                                                                                                   *New York, NY*
• Enhanced the consumer experience for a global B2B hygiene company by implementing user research and facilitating co-creation workshops; collaborated with a multidisciplinary design team to develop an experience strategy and a scalable end-to-end journey focused on meeting buyer goals and fostering brand loyalty, scalable across 6 geographies and 3 industries
• Led a brand strategy initiative for a non-profit to improve access to technology for the visually impaired; conducted user interviews, client workshops, and analyzed opportunities to implement an outreach solution that projected a 4,000-user growth within 3 years
• Drove digital content strategies as part of the Global Marketing team, increasing the following by 33,648 users

**Product Design Intern**                                                                                 **June 2021 - September 2021**
*Uncommon Goods*                                                                                                                      *Brooklyn, NY*
• Designed 3 consumer products for the brand catalog from conception to execution, including market research, iteration, artwork, visual presentation, and CAD engineering; partnered with manufacturers and vendors to launch 1 of these products

*Design Intern*                                                                                                     **June 2020 - December 2020**
*Designit*                                                                                                                                  *Bangalore, India*
• Produced a visual report on "The Impact of the Pandemic on the Beauty and Wellness Industry" by gathering insights through qualitative and quantitative research, including 15+ user and expert interviews and 50+ survey responses; developed and presented actionable design solutions to elevate post-pandemic user experiences for relevant clients

**Design and Research Intern**                                                                           **June 2019 - August 2019**
*Aagghhoo*                                                                                                                                *Bangalore, India*
• Launched a sustainable business model based on circular economy principles for organic baby clothing; ran user interviews, ideated creative solutions, and performed usability testing, resulting in reduced costs and an expanded customer base for the brand

## EDUCATION

**M.S.  Integrated Design & Media, Recipient of the Merit Scholarship**                                         **May 2025**
*New York University, Tandon School of Engineering*                                                                        *New York, NY*
Relevant coursework: User Experience Design, Interaction Design, Accessibility, Human-Computer Interaction

**Bachelor of Industrial Design, Graduated with Honors**                                           **August 2017 - May 2021**
*Pratt Institute*                                                                                                                          *New York, NY*
Relevant coursework: Product Design, Visual Design, Psychology, Sustainability

## PROJECTS

**AR Training Experience for workers with autism**                                                 **October 2023 - present**
• Developed and tested an AR-based learning tool for workers with autism in collaboration with a non-profit kitchen, resulting in increased user engagement and retention rates

**Grant proposal for an inclusive protective headgear design**                                 **July 2024 - October 2024**
• Co-authored a proposal for a headgear designed for workers wearing religious headwear; submitted to Innovative Solutions Canada

## SKILLS

**Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator, XD), Sketch, Unity, Miro, Google Workspace, Microsoft 365
**Design:** Product Strategy, Creative Problem Solving, User Journey Mapping, Ideation, Prototyping, Wireframing, User Flows, Information Architecture, Visual Communication, Accessibility Principles, Inclusive Design, Iconography & Visual Design
**Research:** Qualitative & Quantitative User Research Methods, Co-Creation Workshops, Usability Studies, Analysis