Mansi Shah

UX/UI Designer | +19125270083 | shahmansi0013@gmail.com | LinkedIn | Portfolio | Jersey City, NJ

WORK EXPERIENCE

Nishi Electricals And Services — Remote (New York)
UX Designer and Strategist — *Jun 2019 - Present*

- Initiated product strategy in the product and services space, leading cross-functional teams to launch innovative solutions, resulting in a 40% increase in customer engagement metrics.
- Developed comprehensive roadmap for product and services offerings, overseeing the successful implementation of new features and enhancements, driving a 15% increase in user retention rates.
- Collaborated with marketing team to create targeted campaigns based on product strategy, leading to a 20% increase in new customer acquisition within the first quarter.

Pebble — Remote (New York)
UX Designer — *Jul 2024 - Oct 2024*

- Strategically collaborated with product managers and developers to spearhead design optimizations derived from user testing insights, driving a 15% surge in app retention.
- Led user research through in-depth interviews, surveys, and usability studies, harnessing data-driven insights to inform design choices, boosting user satisfaction metrics by 20%.
- Engineered high-impact sketches, wireframes, mockups, and prototypes in Figma while architecting information flows, streamlining user onboarding by 15%.

Gulfstream Aerospace — Savannah GA
UX Research Lead — *Sep 2023 - Nov 2023*

- Spearheaded a UX research team and implemented an Agile research strategy, leveraging contextual inquiry, ethnography, and data validation to reduce passenger discomfort by 15%.
- Directed usability and remote testing initiatives, utilizing strategic project management techniques to boost passenger satisfaction by 10% for Gulfstream's cabin experience.
- Collaborated with cross-functional teams to conceptualize and deliver an innovative inflight entertainment system, driving a 30% increase in customer retention through powerful data visualization techniques.

LTIMindtree — Mumbai, India
UI UX Designer — *Jan 2021 - May 2022*

- Revamped the SuFin B2B E-commerce Portal using Adobe Creative Cloud and user research tools, driving a 20% increase in conversion rates by aligning design decisions with user behavior insights.
- Orchestrated the creation of user flows, sketches and wireframing in close collaboration with the design and development teams, ensuring seamless integration of visual design and functionality.
- Launched a new feature that reduced cart abandonment by 20% and boosted conversion rates by 10%, while optimizing responsive design principles to achieve a 30% surge in mobile conversions.

EDUCATION

Savannah College of Art and Design — Savannah GA
Master of Arts in Design Management (Outstanding Academic Achievement Award)

Parsons School Of Design — Mumbai, India
Undergraduate Diploma in Product Design

University of Mumbai — Mumbai, India
Bachelor of Arts in Sociology

SKILLS

Design: Project Management, User Experience Design (UXD), Visual Design, Agile Development, Collaboration, Usability Testing, UX Research, Contextual Inquiry, User-Centered Design, Ethnography, User Personas, Heuristic Evaluation, Qualitative Research, User Interface Design, Wireframing, Remote User Testing, Design Thinking, Qualitative & Quantitative Research Methodologies, Information Architecture, Survey Design, Card Sorting, User Journeys, Accessibility, End User Research, Service Design, Systems Design, Journey Mapping, Prototyping, Data Analysis, Data Visualization, Identity Systems

Technical: HTML 5, CSS, Adobe Creative Suite (Photoshop, Illustrator, Premier Pro, InDesign, Lightroom, Adobe XD), Microsoft Office (Word, Excel, PowerPoint, Outlook), Miro, Javascript, Bootstrap 4, Figma, Framer, React, Sketch, JIRA, VS Code