

Rahi Shah

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Education

Indiana University Indianapolis <i>Master of Science in Human-Computer Interaction(HCI) (GPA: 3.96 / 4.0)</i>	May 2025 Indianapolis, IN
The Maharaja Sayajirao University of Baroda <i>Bachelor's in Communication Design (GPA: 3.2 / 4.0)</i>	May 2022 India

Professional Experience

UX Designer <i>Hewlett-Packard (Apprenticeship)</i>	Oct 2024 - May 2025 Remote, US
<ul style="list-style-type: none">Defined UX strategy and led concept-to-implementation design for HP AI Companion's key AI features, elevating System Usability Scale (SUS) score from 56→80 and projecting a 25% adoption lift.Conducted user research via 30 user interviews, 50+ surveys (Qualtrics), and usability tests (think-aloud), to translate data-driven findings into iterative prototypes aligned with HP's design system using Figma.Developed personas and user journey maps to identify pain points and inform feature prioritization.Collaborated cross-functionally with engineers, product managers, and researchers to analyze performance metrics and iterate on designs to meet target customer needs.	
Product Designer <i>Verizon (Capstone Project)</i>	Sept 2024 - May 2025 Remote, US
<ul style="list-style-type: none">Designed an internal AI-driven iOS tool that streamlined sales workflows and enhanced the in-store experience for small-business customers, cutting sales time by 80% (52 → 10 mins) and boosting NPS score to 72.Led a team of 3 designers to carry out end-to-end research, design, and handoff to build a cohesive tool aligned with business goals.Conducted 12+ stakeholder interviews, mapped customer journeys and created personas to reveal experience gaps and prioritize features.Conducted interactive in-store user tests to improve prototypes and refine the iPad tool through design sprints.Collaborated with technical teams to ensure designs aligned with front-end development capabilities, providing HTML/CSS specifications for implementation.	
UX Designer <i>COMET Lab, Luddy School of Informatics and Computing, Indiana University</i>	Jan 2024 - Mar 2025 Indianapolis, IN
<ul style="list-style-type: none">Led the UI redesign of a dementia analytics dashboard, partnering with data science and care teams to improve accessibility, typography, and visual hierarchy for 50+ users.Designed a data-driven web platform for cancer treatment, working closely with clinicians and patients to translate medical data and treatment plans into intuitive, actionable interfaces.Delivered 3 rapid iterations on high-fidelity mockups and validated concepts with 15+ users via Qualtrics in a simulated clinical context.Conducted 20+ A/B tests with patients, measuring task success and time-on-task to validate UX improvements in a sensitive clinical setting.	
Product Designer <i>Genea</i>	Feb 2023 – Aug 2023 Ahmedabad, India
<ul style="list-style-type: none">Led a team of 4 in the end-to-end redesign of the holiday schedule feature for an enterprise B2B SaaS security access control product, improving navigation efficiency by 15% for 10M+ global users.Built 15+ scalable, responsive design system components that improved UI consistency, across web and mobile platforms.Collaborated with product managers and engineers in agile sprints to accelerate delivery and maintain high-quality monthly releases.Enhanced UI accessibility to meet WCAG standards, by refining color contrast and focus states, improving user efficiency by 15%.	
UX/UI Designer <i>88GB Business Solutions</i>	March 2022 – Jan 2023 Chennai, India
<ul style="list-style-type: none">Designed and launched B2B and B2C e-commerce websites and Android mobile apps for healthcare, food, and entertainment clients, creating brand-specific style guides, wireframes, high-fidelity mockups, and prototypes, reducing bounce rates by more than 25%.Conducted UX audits, resolving 10+ usability issues and boosting conversion rates by 20%.	

Skills

Design: Wireframing, AI-assisted Prototyping (v0, Lovable), Interaction Design, Information Architecture, Design Systems, Visual Design, User-Centered Design, Product Design, User Interface Design, Storyboarding, Mobile Web Design, Typography
Research: User Interviews, Usability Testing, Heuristic Evaluation, Surveys, Ethnography, Field Observations, Affinity Mapping, Contextual Inquiry, Think-Aloud Session, Competitive Analysis, Customer Insight Generation, Performance Metrics
Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, XD, After Effects), Framer, Sketch, Qualtrics, Balsamiq, Miro, Hotjar, HTML & CSS