Hemit Shah

+91 9619775771 | hemitshah97@gmail.com | www.linkedin.com/in/hemitshah/ | [Portfolio](#)

Innovative Product & UX Designer | Expert in User-Centred Design, Usability Testing & Design Systems

- 5+ years of success creating seamless user-focused digital experiences through UX design, motion graphics and illustrations.
- Expertise in applying human-centred design principles with a strong foundation in user research, usability testing, and design systems.
- Cross-functional collaborator, focused on efficiency, delivering intuitive designs by working closely with engineering, product, and business teams.

PROFESSIONAL EXPERIENCE

SPINX Digital, Remote, USA | *Product Designer*   *Aug 2023 – Present*

- Spearheaded market research initiatives to align product designs with consumer preferences, resulting in 95% positive user feedback.
- Collaborated with product, business, and engineering teams to prototype mobile and embedded system interfaces, leading to a streamlined user experience.
- Optimised design systems and aligned strategies with business goals, reducing production time by 25% and increasing user adoption by 30% for new products and features.

IUPUI, Indianapolis, USA | *Graduate Design Assistant*   *Jan 2022 – Dec 2023*

- Mentored 85+ students per semester in web development (HTML, CSS, JavaScript), leading to a 20% improvement in project quality.
- Integrated Web3 technologies into student projects, expanding industry relevance and marketability.
- Facilitated a collaborative learning environment using peer review and project-based learning, enhancing student engagement.

WhiteHat Jr, Mumbai, IN | *Lead User Experience Researcher*   *Jun 2019 – Nov 2021*

- Led 20+ research projects using agile methodologies, contributing to a 15% increase in user satisfaction and an 8% improvement in retention.
- Launched 3 new product categories across 6 global markets, validating product-market fit through effective user research.
- Conducted 230+ user interviews and A/B tests, resulting in a 40% increase in feature adoption and a 20% reduction in churn.

KEY PROJECTS

INDYCAR Fantasy Racing | *Product Designer*   *Jan 2023 – Dec 2023*

- Led a platform redesign with a mobile-first strategy, boosting user engagement by 30% and resolving data accessibility challenges to enhance in-game decision-making by 25%.

SteadyTracker | CreateAbility, Inc. | *UX Researcher*   *Aug 2022 – Dec 2022*

- Designed a mobile app for Parkinson's patients to improve gait and balance, reducing fall risks, and developed a nationwide distribution model, demonstrating strong market research skills.

Brand Redesign | Walmart | Motion Graphic Designer   *Jan 2022 – Jul 2022*

- Created a motion graphics animation for Walmart, showcasing a seamless shopping experience and new logo with engaging visuals and transitions, while maintaining brand identity through consistent aesthetic elements.

KEY SKILLS

- **Design Expertise**: User Research & Validation, Information Architecture, Journey Mapping, Usability Testing, Interaction Design, Visual Design, Wireframing, Prototyping, High-Fidelity Mockups, Design Systems
- **Technical Skills**: HTML, CSS, JavaScript, Python
- **Design Tools**: Adobe Creative Suite, Figma, ProtoPie, InVision, Sketch, Miro
- **Functional Skills**: Agile Methodologies, Competitive Analysis, Ideation, Market Strategy, Project Management, SaaS Model, Go-to-Market Strategy

---

EDUCATION

MSc in Human-Computer Interaction | Indiana University – Purdue University, Indianapolis | 2023

BEng in Electronics Engineering | Mumbai University | 2020

CERTIFICATIONS

- **Google UX Design Certificate**, Google-Coursera | 2024
- **Design Principles,** UC San Diego | 2021
- **Human-Centred Design,** UC San Diego | 2021
- **User Experience Research and Design Specialization,** University of Michigan | 2024
- **AI Product Management Specialization**, Duke University