HEET SHAH

PRODUCT DESIGNER

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PROFILE

I believe in creating experiences for growth and delight

EXPERIENCE

PEOPLEHUM TECHNOLOGIES PVT. LTD

UX / UI designer | **June 2021 - Current**

- In collaboration with my team, we revamped the website by doing user research and visual design which resulted in **an increase of 24% website traffic.**
- Got an opportunity to design a web portal to plan and track the process of **onboarding customers** and enabling them to **raise requests**.
- Worked on UX driven UI design for **SaaS** product, specifically a **Human Resource Management** web application.
- Responsible for **designing and maintaining the design system** for the web application.
- Independently spearheaded the end-to-end UI and UX design for the **Payroll software**, a strategic initiative is forecasted to not only diversify the company's revenue streams but also **doubling of our customer base**.

ACHIEVEMENTS

- Successfully completed the International Integrated Design Camp 2021 under the theme **"Zero Waste : Towards Sustainable & Enjoyable Living"** hosted by the Korea Institute of Design Promotion
- Presented paper on **Electromyographic sensor** in MULTICONW-17
- Participated in the Training program on **Internal Combustion Engine** held by EI SYSTEMS & PRAVEGA, Bangalore
- Participated in **Hybrid Vehicle Competition** held by Imperial Society of Innovative Engineers for two consecutive years and managed to secure position in finals
- Head of the creative team of Thakur College of Engineering and Technology technical festival.

PROJECTS

THUNDERPOD REDESIGN - GAMIFYING APPROACH TO FITNESS

My role - User Testing and User Interaction Design | Time taken: 3 months

A STUDY ON PEDESTRIAN SAFETY AND BEHAVIOR

My role - User research | Time taken: 3 months

FLIGHWAY - AIR TRAVEL SERVICES FOR ELDERLY

My role - User research and User Interaction Design | Time taken: 3 months

CHIYU - MENSTRUAL PAIN RELIEVER

My role - User research, Insight generation and Prototype | Time taken: 3 months

EDUCATION

POST GRADUATION IN DESIGN & INNOVATION

ISDI school of design & innovation

2020-2021

BACHELOR IN MECHANICAL ENGINEERING

Thakur college of engineering and technology

2014-2018

SKILLS

PROFESSIONAL

UX design

Micro interaction design

Problem solving

Information architecture

Prototype

Strategic thinking

Leadership

TECHNICAL/TOOLS

Figma

Adobe XD

Adobe Photoshop

Adobe Illustrator

Notion

Blender

INTERESTS

Solving Puzzles

Gaming

Fitness

LANGUAGES

English

Hindi

Gujarati

Deutsch (A1)