

Het Shah

Toronto, ON

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EXPERIENCE

Mosaic Sales Solutions – Toronto, Canada

September 2023 - April 2024

UI Designer and Developer

- Designed 63 eCommerce stores and websites, assisted in refining the checkout process for a better user experience.
- Coordinated daily communication with clients to ensure smooth progress and satisfaction.
- Recognized as the top performer on a weekly basis for the swift launch of six websites within a span of five days.

Skill Squirrel – Toronto, Canada

September 2023 - December 2023

UX Tester, Co-Op

- Addressed flaws and suggested improvements for user experience during website analysis.
- Developed detailed test plans for user experience testing.
- Ensuring a consistent user experience across all devices and OS versions by conducting regular checks.

ZeppMedia – India

August 2022 – January 2023

UX Designer

- Designed 10+ Websites: Utilized Figma and WordPress to create visually appealing and user-friendly websites.
- Enhanced Conversion Rates: Improved website conversion rates by 42% through effective UI design.
- Recognition: Best Employee Award in September 2022.

Outshade Digital Media – India

March 2022 – November 2022

UI Designer and Wordpress Developer

- Designed a captivating UI with seamless user experience, resulting in a 58% increase in user flow.
- Translated requirements into wireframes, prototypes, and iterative designs.
- Implemented intuitive navigation and streamlined user flows, leading to a 27% reduction in bounce rates.

EDUCATION

Toronto Metropolitan University – Toronto, Canada

Masters of Digital Media

Coursework: Interaction Design, UX Design, Digital Media Entrepreneurship, AR/VR

Humber College – Toronto, Canada

User Experience Design, Cumulative GPA - 80.9/100

Coursework: Interaction Design, Information Architecture, Design Research, Usability Testing, Special Topics, Product Management

Awards: Dean's List, International Students Entrance Scholarship

Savitribai Phule Pune University – India

Bachelors in Computer Engineering, Cumulative GPA - 9.02/10

CERTIFICATE

Google UX Design, Coursera

Skills: UX Research, Wireframe, Prototyping, User Experience Design, Usability Testing, Figma, Adobe XD

AWARDS

- **TMU UX Design Hackathon** - 1st Prize Winner for designing an app promoting employee wellness in work-from-home setups.