

# Het Shah

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## EXPERIENCE

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### Vosyn – Toronto, Canada

June 2024 - Present

UX researcher, Full-time contract

- Conducted user interviews and surveys, synthesizing insights to drive product improvements and feature prioritization.
- Designed and executed usability tests, identifying critical user pain points and improving task completion rates by 25%.
- Collaborated with cross-functional teams, including designers and developers, to ensure user-centered design throughout the product lifecycle.

### Mosaic Sales Solutions – Toronto, Canada

September 2023 - May 2024

UI designer, Full-time contract

- Developed wireframes, mockups, and interactive prototypes using Figma, improving the overall usability and aesthetic appeal of the client's digital assets.
- Spearheaded the redesign of the client's website, enhancing navigation and visual hierarchy, resulting in a 17% increase in user engagement.

### Skill Squirrel – Toronto, Canada

September 2023 - December 2023

UX tester, Co-op

- Executed heuristic evaluations on multiple digital products, identifying usability issues and providing actionable recommendations.
- Designed and conducted A/B tests, providing data-driven insights to improve conversion rates by 10%.
- Presented usability findings and reports to stakeholders, contributing to iterative design improvements.

### ZeppMedia – India (Remote)

August 2022 – October 2023

Lead UX designer, Full-time

- Led end-to-end design processes, from user research to final prototyping, improving user satisfaction by 30%.
- Conducted contextual inquiries and competitive analysis, shaping product development with a user-first approach.
- Created design systems and style guides to ensure consistency across digital products.

### Outshade Digital Media – India (Hybrid)

March 2021 – November 2022

UI designer, Full-time

- Designed responsive web interfaces, enhancing user experience and mobile accessibility.
- Collaborated with the marketing team to optimize landing page designs, increasing lead generation by 20%.
- Produced high-fidelity UI mockups and prototypes, aligning with brand identity and client specifications.

## EDUCATION

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### Toronto Metropolitan University – Toronto, Canada

Masters of Digital Media, Specializing in UX design

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

**Awards:** TMU UX Design Hackathon - 1st Prize Winner, Zone Design Hackathon - Runner up

**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

**Awards:** Academic Excellence Award

**CERTIFICATE**

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**Google UX Design, Coursera**

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