

# Het Shah

Toronto, ON

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Portfolio: [www.hetshah.design](http://www.hetshah.design)

I am a UX Designer with 5 years of experience crafting engaging user experiences across B2B, SaaS, and e-commerce sectors. Specializing in UX research and interface design, I excel in identifying user needs to inform design decisions that achieve business objectives. What sets me apart is my ability to blend user feedback with design innovation to ensure optimal usability.

## EXPERIENCE

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### **ApartInc – Toronto, Canada**

June 2024 - Present

UX designer, Contract

- Designed functional user-centric interfaces with a focus on accessibility, inclusion, and diversity, increasing task completion rates by 25% through iterative design solutions.
- Conducted usability tests that improved key performance indicators such as user satisfaction by 20% and navigation efficiency by 30%.
- Collaborated with cross-functional teams (developers, product managers) to ensure design goals were aligned with business strategies, resulting in a 15% faster delivery of product features.

### **Mosaic Sales Solutions – Toronto, Canada**

September 2023 - May 2024

UI designer, Contract

- Created interactive prototypes, boosting user engagement by 17% through optimized user flows and design elements.
- Presented design solutions, securing first-round approval for all key designs during stakeholder review meetings.
- Implemented responsive design solutions, increasing mobile traffic engagement by 26% on key pages.

### **Skill Squirrel – Toronto, Canada**

September 2023 - December 2023

UX tester, Co-op

- Conducted A/B testing, improving conversion rates by 10% by refining user interactions and interface elements.
- Delivered usability reports, reducing user errors by 12% by identifying and addressing key usability issues.
- Executed heuristic evaluations, improving overall product usability by 15% through actionable recommendations.

### **ZeppMedia – India (Remote)**

August 2022 – October 2023

Lead UX designer, Full-time

- Led end-to-end design processes, increasing user satisfaction by 30% by incorporating user-centric methodologies.
- Developed comprehensive design systems, enhancing workflow efficiency by 25% and ensuring consistency across platforms.
- Conducted competitive analysis, reducing bounce rates by 40% through improved product navigation and content layout.

## **Outshade Digital Media – India (Hybrid)**

Jan 2021 – November 2022

UI designer, Full-time

- Designed responsive web interfaces, increasing mobile engagement through optimized mobile-first designs.
- Collaborated on landing page designs, boosting lead generation by enhancing visual appeal and functionality.
- Produced high-fidelity UI mockups, accelerating stakeholder approval through clear, brand-aligned visuals.

## **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, 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

## **SKILLS**

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- **Design Tools:** Figma, Sketch, Zeplin, Framer, WordPress
- **Prototyping & Wireframing:** Interactive Prototyping, Low & High-Fidelity, Wireframes, User Flows, Rapid Prototyping
- **User Experience (UX):** Usability Testing, Heuristic Evaluation, Persona Development, User Research, A/B Testing, Affinity Mapping, Information Architecture, User Journey Mapping, User Interviews
- **User Interface (UI):** Responsive Design, Mobile-First Design, Visual Design, Interaction Design, UI Patterns and Design Systems, Typography, Iconography, High-Fidelity Mockups
- **Front-End Development:** HTML/CSS, JavaScript, Responsive Web Development, CSS Frameworks (Bootstrap, Tailwind)