

# Het Shah

Toronto, ON

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

I am a UX Designer with 4+ 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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### Toronto Metropolitan University – Toronto, Canada

Jan 2025 - Present

Assistant UX Professor (Masters Program)

- Organize and facilitate UX workshops and Figma learning sessions to teach industry-relevant methodologies, design techniques, and best practices for creating wireframes, prototypes, and user interfaces.
- Collaborate with faculty to design course materials, grade UX assignments, and provide personalized mentorship and constructive feedback, helping students master core UX principles.

### Tamba Technologies – Toronto, Canada

Nov 2024 - Present

UX designer

- Leading the design of a revolutionary shipping dashboard for a North American client, focusing on data-driven design to enhance operational efficiency.
- Managed end-to-end UX design processes, including user research, wireframing, prototyping, and usability testing, increasing the efficiency of the product development cycle by 27%.

### ApartInc – Toronto, Canada

May 2024 - Dec 2024

UX designer, Co-op

- Designed user-centric interfaces emphasizing accessibility and diversity, boosting task completion rates by 23% through iterative design improvements.
- Conducted usability tests and collaborated with cross-functional teams to enhance user satisfaction by 20%.

### Mosaic Sales Solutions – Toronto, Canada

September 2023 - May 2024

UI designer and Web developer

- Developed interactive prototypes with optimized user flows increasing user engagement by 17%.
- Implemented responsive designs, achieving first-round approval and a 26% increase in mobile traffic.

### Skill Squirrel – Toronto, Canada

September 2023 - December 2023

UX researcher, 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 identifying and addressing key usability issues.

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

Jan 2021 – October 2023

UI designer and Web developer

- Designed and developed responsive WordPress websites, enhancing mobile engagement with mobile-first strategies.
- Created high-fidelity mockups and landing pages, boosting lead generation and expediting stakeholder approvals.

## **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, Invision, Zeplin, JustInMind, Framer, Webflow, 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)