DARSHINI SHAH

PRODUCT DESIGNER

WORK EXPERIENCE

Wirlix / Product Design Consulant

JULY 2020 - PRESENT, SAN FRANCISCO - CA

- Leading extensive user research to ideate the solution to give users a way to end media bias and engage with different stances on controversial topics.

SAP Ariba / User Experience Design Specialist

OCTOBER 2018 - AUGUST 2020, PALO ALTO - CA

- Lead designer on Intelligent Configuration Manager (ICM):
  A configuration tool for the end-to-end SAP Ariba product portfolio.
- Successfully shipped the MVP within 8 months and consistently shipping 3-4 enhancement features each month.
- Design: Driven end-to-end responsive design solution that would significantly reduce the configurational cost, time and effort of SAP Ariba products.
- Research: Driven customer focused user research and conducted usability testing sessions with stakeholders from Deloitte, Bank of America (BOFA), IBM, Ford and Accenture.
- Collaboration: Increased team ifficiency and reduced process redundancies by creating a new workflow system to enhance collaboration between the design team, product managers, software developers, quality assurance engineers and content strategists.
- Leadership: Lead design consultant across the SAP Ariba platforms function.

EVVEMI, Inc. / UX/UI Design Intern

JULY - AUGUST 2018, SAN JOSE - CA

- Created end-to-end mobile and desktop experience including user flows, low-fidelity wireframes and hi-fidelity mockups.
- Partnered with the Head of Product to develop the design library.

EDUCATION

Savannah College of Art and Design (SCAD) / M.A. in Design Management

JUNE 2018, SAVANNAH - GA

Center for Environmental Planning and Technology (CEPT) university / B.F.A. in Interior Architecture

AUGUST 2016, GUJARAT - INDIA

CONTACT

shah.darshini.g@gmail.com

www.linkedin.com/in/darshinishah91

(631) 530-6267

www.darshinishah.us

SKILLS

Design:

Persona ● Storyboard ● Concept development ● Wireframes & mockups ● Style guides and pattern library

Research:

Contextual inquiry ● Usability testing ● Customer interviews ● Design thinking workshops ● Comparative analysis ● Market research

Software:

Sketch ● Adobe Creative Suite ● Figma ● Invision app ● Abstract ● Balsamiq ● Zeplin ● Principle ● Autodesk AutoCad ● UserZoom ● Validately ● Usertesting.com ● Flinto ● Framer

ACHIEVEMENTS

Silicon Valley Next Talent alumni and mentor

MARCH 2019 - PRESENT

Student Incentive scholarship, SCAD

JANUARY 2017

Achievement Graduate scholarship, SCAD

JANUARY 2017

Moving Point Competition, CEPT university – 2nd position

Teaching experience, CEPT university

JANUARY - DECEMBER 2017