

Ayushi Shah

UX Designer | Strategist

UX Designer with 3+ years of experience crafting user-centered and research-driven design solutions. Skilled in cross-functional collaboration and applying design methods across industries to enhance product impact for both businesses and users.

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EXPERIENCE

Grid Dynamics

September 2024 - December 2024

UX/UI Designer (Part-time)

- Collaborating with Product Leads and Engineers at a leading technology company to redesign the cloud capacity planning experience for AI customers. Designing and testing end-to-end user journeys and high-fidelity mockups to create a unified, intelligent workflow that replaces fragmented dashboards and spreadsheets. Reduced planning time by 80%, with ongoing efforts to further enhance usability and intelligent decision-making capabilities

Philips Healthcare

July 2022 - July 2023

UX Designer

- Contributed to a Gates Foundation-funded project focused on reducing pregnancy-related mortality in underserved communities by designing an AI-powered prenatal screening tool; led field research, market analysis, prototype iteration, and usability testing in collaboration with Researchers, Business Leads, Clinicians, and ML Engineers. Delivered an end-to-end product experience scalable for 5 user groups across 2 geographies, integrating user needs, business requirements, and regional medical regulations

UX Designer & Strategist

September 2021 - June 2022

Designit

- Enhanced the consumer experience for a global B2B hygiene company by implementing user research and facilitating co-creation workshops; collaborated with a multidisciplinary design team to develop an experience strategy and a scalable end-to-end journey focused on meeting buyer goals and fostering brand loyalty, scalable across 6 geographies and 3 industries
- Led a brand strategy initiative for a non-profit to improve access to technology for the visually impaired; conducted user interviews, client workshops, and analyzed opportunities to implement an outreach solution that projected a 4,000-user growth within 3 years
- Drove digital content strategies as part of the Global Marketing team, increasing the following by 33,648 users

Designer & Strategist

June 2020 - December 2020

Designit

- Produced a visual report on "The Impact of the Pandemic on the Beauty and Wellness Industry" by gathering insights through qualitative and quantitative research, including 15+ user and expert interviews and 50+ survey responses; developed and presented actionable design solutions to elevate post-pandemic user experiences for relevant clients

ADDITIONAL EXPERIENCE

Adjunct Professor

May 2025 - July 2025

New York University

- Taught an "Intro to UX Design" course for high school students, covering design principles, methodologies, tools, and AI strategies

UX Designer

September 2023 - May 2025

Luv Michael Granola (via New York University)

- Developed an AR-based learning tool for workers with autism for a non-profit kitchen, increasing user engagement and retention rates

EDUCATION

New York University

May 2025

Master of Science,
Integrated Design & Media

Relevant coursework: User Experience Design, Strategy, Interaction Design, Accessibility, Human-Computer Interaction

Pratt Institute

May 2021

Bachelor of Design,
Industrial Design

Relevant coursework: Product Design, Design Research, Visual Design, Sustainability

SKILLS

Tools

Figma

Adobe Creative Suite (Photoshop, Illustrator, XD)

Miro

Google Workspace

AI prototyping tools (Google Gemini, Google AI Studio, Google Stitch, Figma Make, Claude)

Design

Product Strategy

Creative Problem Solving

User Journey Mapping

Ideation

Prototyping

Systems workflow mapping

User Flows

Information Architecture

Visual Communication

Accessibility Principles

Inclusive Design

Iconography & Visual Design

Research

Qualitative & Quantitative User Research

Co-Creation Workshops

Usability Studies

Analysis