

# Amy Shah

Product & Experience Design

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## Education

### University of Minnesota

Bach. of Individualized Studies  
Design, Psychology, Comm.  
Minor in Media Studies  
Major GPA: 3.80  
May 2021

## Skills

### Research

User & Market Research  
Usability Testing  
Competitive Analysis  
Cognition & Heuristics  
Marketing & Branding

### Design Process

Visual Design Principles  
Information Architecture  
Storyboarding & Personas  
Wireframing & Prototyping  
HTML/CSS

### Nice To Have

Collaboration  
Agile & Scrum  
Communication Strategy  
Film & Media Production  
Video Editing

## Work Experience

### UX/UI Designer

Jun 2020 - Present

#### Animal Rebellion

- Successfully organized web content on a mobile app using information architecture and heuristic guidelines
- Improved user experience and user flows of the API-based app
- Effectively enhanced features through user feedback

### UX Design Intern

Jun 2020 - Sept 2020

#### PureUX

- Brought features to life through detailed and concise hi-fidelity prototypes
- Revamped designs to reflect feedback gained from testing in agile sprints
- Efficiently communicated work across teams

### Digital Designer

Sept 2019 - Dec 2019

#### DesignU

- Increased website accessibility for a client using WCAG 2.1 guidelines and working in agile sprints
- Corrected and rebuilt non-compliant elements through coding and user testing

## Featured Project

### StudyU

Feb 2020 - Present

- Followed design process to successfully design and develop an original, user-friendly app and website
- Advertised project through effective branding and marketing techniques, gaining 200 users in first two days