Twisha **Shah**

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UX/ UI DESIGNER

Education

USER EXPERIENCE DESIGN

Post Graduate Certificate

St. Lawrence College, Ontario, CA

VISUAL COMMUNICATION

Bachelor of Design

Navrachana University, Gujarat, IN

Skills

DESIGN

Wireframing, Prototyping, Typography, Responsive Web Design, Interface Design, User Research, Concept Sketching, User Flows, Data Visualization

TOOLS AND SOFTWARE

Figma, Sketch App, Balsamiq, Photoshop, Illustrator, InDesign, HTML/CSS, JavaScript

RESEARCH

Surveys, User Interviews, Contextual Inquiries, Competitive Analysis, Usability Testing, Affinity Mapping, User Journey Mapping

Recognition

UX Designer for Rideaucrest Redesign Project,

City of Kingston, 2023

Academic Distinction,

St. Lawrence College, 2023

Dean's Honor Roll,

Georgian College, 2022

Best Design Thesis,

Navrachana University, 2020

Experience

PRODUCT DESIGNER

Idea Theorem, Toronto, Ontario, Canada │ 2024 - Present

- Redesigned the user experience for the Applications and Transfers page on Venterra Living's internal portal, by iterating through 2+ design rounds and incorporating feedback from over 10 user interviews.
- Executed 20+ usability tests for the Ottawa Tourism Website, crafting comprehensive report with actionable insights to enhance user experience.
- Analyzed data from 20+ user interviews, focus groups, and 200+ surveys, driving the redesign of onboarding processes for George Brown College, by building customer journey maps to improve user engagement.
- Led the redesign of the George Brown College homepage and program finder, adhering to WCAG 2.0 AA/AAA standards, and developed a high-fidelity prototype, optimizing user flow across web and mobile platforms.
- Created 5 mobile-responsive web forms for Deentek, using updated branding to streamline user interactions and reduce task completion time.

UI/UX DESIGNER

KōCH Tech., North York, Ontario, Canada │ 2022 - 2024

- Led design process for web and mobile app MVP from conception to delivery through 3+ iterations of Figma wireframing and usability testing.
- Improved user satisfaction by 26% through the end-to-end design and implementation of a personalized 'habit tracking' feature on the app, based on comprehensive user research and stakeholder feedback.
- Established a scalable design system in Figma with 200+ components, ensuring WCAG compliance through accessibility audits, in collaboration with product manager and developers.
- Designed UI elements including grid system, layouts, color palettes, iconography and typography and ensured their responsiveness across diverse screen sizes.
- Achieved 92 NPS for app communication user flow between users and personal trainers, utilizing storyboards, user personas and journey maps.

VISUAL DESIGNER

De'Uja Design Studio, Gujarat, India │ 2020 - 2021

- Initiated sales and marketing website design projects for small businesses and startups, reaching over 10k users and generating an average of 150k online orders annually across multiple projects.

Project

UX PRODUCT DESIGNER

HomeLodgers, Delaware, USA │ 2023

- Optimized student-focused blogs, resulting in a 40% increase in organic website traffic within the North America and Europe.
- Developed a mobile-responsive website, reducing the rental process time for university students by 30%.