

Ananya Shah

Enthusiastic product designer who strives to make storytelling a part of solving user problems. Loves to design experiences which are collated taking research and business goals into consideration.

Mumbai
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[Portfolio](#)
[Linkedin](#)

EXPERIENCE

Jio Platforms Ltd, Mumbai — UX Research and designer

AUG 2023 - PRESENT

Independently led 2 product based researches (Jio Translate affecting 10k+ users and Jio Join affecting 80k+ users), 3 internal Design system based Usability studies from research to actionable design solutions

Data Analysis & Insights: Synthesized research, developed personas, and provided insights for user flows. Aligned research with business goals, using qualitative, quantitative, field research, surveys, concept testing methods and research metrics.

Communicated insights as actionable artifacts such as user personas, empathy maps, scenarios and journeys, mental models, market analysis.

Research and Design ops: Research Playbook creation, created Research Repository, UX/Brand alignment of Jio products, making design ops frameworks and planning of onboarding processes

Bookmyshow, Mumbai — Product design Intern

MAY 2022 - JULY 2022

Lead Designer on Quarterly wrap: Improved employee experience for 3000+ users by designing a performance rating and feedback platform. Translated user research into journey maps, personas, and style guides. Collaborated with stakeholders to deliver final designs.

Designed "White-label Project": Created a responsive ticketing platform for Tier 2-3 cinema chains in India. Led design, pitched features, and collaborated with product managers and developers. Developed user flows, high-fidelity prototypes, and conducted user testing. Expected to boost transactions, currently at 100k/month.

Aurobi, Remote — Visual design intern

MAR 2021 - MAY 2021

Responsible for creating the visual brand identity design for the brand. Collaborated with the product owners deciding the visual color schemes and contributed for web-page design ideation

IWMI, Sri Lanka — International research consultant

AUG 2019 - MAR 2020

UN Water Conservation Projects: Led research, managed projects, and consulted with

SKILLS

Design : Concept and Ideation, Visual design and Branding, Layout, Prototyping, Storyboarding,

Research :

Concept testing, Quantitative and Qualitative study, Usability testing, Persona, FGDs, Sentiment and data analysis, User journey mapping

Product stakeholder Communication and Product thinking

AWARDS

AFS International Scholarship to Japan, JENYSYS 2023

GOETHE institute Exchange Scholarship to Germany to study B1 German, 2013

international stakeholders. Conducted interviews and created data visualizations.

PASSION PROJECTS

PICAPOOL — *Lead Designer*

JUL 2024 - Present

Leading the design team, and redesign, research and development of interfaces for digital B2C side of the app. Managing design intern and communication with product owner and developers.

SUZUKI INNOVATION CENTRE — *Designer*

JUL 2024 - Present

Understanding rural consumer needs for Ecommerce and facilitating a system design solution for solving bottlenecks of rural E-commerce in remote villages of Telangana

IIT Hyderabad — *Data Narrative and Visualization*

MAY 2023 - JUL 2023

A interactive data scrolling project based on ground user research done in Rishikesh.

EDUCATION

Indian Institute of Technology (IIT), Hyderabad — *M.Des Interaction design*

AUG 2021 - JULY 2023, **9.03 CGPA**

TERI University, Delhi — *MSc. Environmental studies*

JUL 2017 - MAY 2019, **8 CGPA**

Gargi College DU , Delhi — *BSc.*

JUL 2014 - MAY 2017, First division

SOFTWARE

Figma, Dovetail, Maze, Adobe Creative suite, Notion, Miro

LANGUAGES

English, German(B1) Hindi