

Amy Shah

Product & UX/UI Design

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[portfolio](#) / [linkedin](#)

Product & UX/UI designer with experience designing cross-platform for diverse industries. I've led end-to-end design and research projects while communicating roadmaps, objectives, and usability goals with key stakeholders across various marketing, development, and business teams. I place importance on user experience through detailed, iterative research and design, focusing on accessibility, user flows, and tracking click analytics to increase engagement.

Experience

Product/UX Designer

Jun 2022 - Jul 2024

Cox Media Group

- Conceptualized and created wireframes & prototypes of optimized features for prominent local news apps, websites, and newsletters within an Agile environment spanning development, QA, and marketing teams
- Increased product engagement and user retention by 106% through mobile-first features based on user needs and design principles
- Achieved optimal product usability & accessibility by conducting 30+ annual user interviews & surveys on Lyssna
- Maintained and innovated upon CMG's internal design system & brand libraries for 60+ brands in Figma
- Presented mockups to key stakeholders: VPs, managers, creative, content, quality, marketing, legal teams

UX/IA Designer

Jul 2021 - Jun 2022

3M

- Built detailed wireframes for B2B & B2C websites in Axure RP based on usability and marketing stakeholder goals, user research findings, and competitive analyses
- Advised on UX improvements for web content, SEO, and information architecture, leading to increases in click-through rates and time spent on page
- Facilitated discussions with global marketing and development teams to align on user goals, interaction ideals, and design principles
- Communicated UX, UI, and functionality issues with development team through Jira

UX/UI Designer

Feb 2020 - Sept 2021

StudyU, startup

- Managed and led end-to-end research & design processes in a small, fast-paced startup
- Established design systems and branding in Figma for Android, iOS, and web development
- Communicated cross-team through comprehensive design documentation and iterative feedback
- Implemented research-driven marketing strategies to cultivate a growing user base and achieve local market recognition

UX/UI Design Intern

Jun 2020 - Sept 2020

PureUX, agency

- Created wireframes & prototypes in Figma for features of a new consumer healthcare and medication tracking mobile app
- Mapped user personas and journey based on customer interests, target outcomes, path objectives
- Worked with research team to understand user pain points, goals, and feedback on design flows
- Wrote up documentation for prototypes to present to development team in bi-weekly Agile sprints

Skills

- Prototyping: Figma, Axure, Adobe CC
- Collaboration: Jira, Agile, Miro
- Research: UserZoom, Lyssna, Qualtrics
- SEO, Information architecture
- Native prototyping (HTML & CSS)
- Data analysis: Tableau, Google Analytics
- Accessibility, WCAG 2.1

Education

University of Minnesota - Twin Cities

BA Individualized Studies: Psychology, Design, Communications