Ananya Shah

PRODUCT DESIGN | UX DESIGN

✉ ananya4296@gmail.com   🔗 Portfolio   in Ananya Shah

Enthusiastic product designer who strives to make storytelling a part of solving user problems. Loves to design experiences which are human first.

EXPERIENCE

Product Design Intern | Bookmyshow | May 2022 – July 2022

- Lead designer on 2 Products of BMS from start of product cycle to end
- Optimized the Human resource- employee experience through **Quarterly wrap** : an employee and manager performance rating platform , enabling seamless feedback mechanism for over 3000+ BMS employees. Evaluated user research to convert abstract ideas and requirements into planning tools such as journey maps, user personas and storyboards. Created style guide and component library for use. Collaborated with stakeholders till fnal delivery of designs.
- Designed solution for **"White-label Project"** creating responsive ticketing platform for cinema chains existing in Tier 2-Tier 3 cities in India. Led the design, pitched new features, solved blockers in congruence with the product managers/developers to set the product direction. Made user fows, high fidelity prototypes and product journeys, with user testing.
- The project in development once released will result in a percentage increase in total number of transactions for the cinema chain, currently hittinh 100k hits every month.

Visual Design Intern | Aurobi | 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 designs.

International Researcher | IWMI Sri Lanka | Mar 2021 – May 2021

- Primary Field and Desk Research, project handling and international stakeholder consultations on United nation funded Water conservation projects, responsible for info-graphic and data visualization and on-ground interview led research to understand pain points.

PROJECTS

- Understanding rural consumer needs for Ecommerce and facilitating a system design solution for solving bottlenecks of rural E-commerce in the villages of Telangana : **A Suzuki Innovation Centre project (ongoing) :** doing primary research for 6-8 villages, designing a pilot ecommerce hub
- Redesign of Popular movie ticketing app : to optimize and decrease the number of steps required for a user for booking tickets
- Heuristic evaluation of a food ordering app : to evaluate the app and its usability issues using Jacob and Nielsens heuristic

SKILLS

Design
Secondary design research and synthesis
Rapid prototyping and wireframing
Framing and Storyboarding
User Journey and Product journey mapping
Usability testing
Visual Design

Research
Interview execution Primary on field
Focus Group discussions
Stakeholder engagement
Desk research
Heuristic analysis

Tools
Figma, Notion Jira, Adobe CS,
Miroboard, Webflow

EDUCATION

Master in Interaction Design | 9.03 CGPA
📖 IIT Hyderabad   📅 2021 - 2023

MSc in Environmental Studies | 8 CGPA
📖 TERI University   📅 2017 - 2019

Bachelors in Science | First Division
📖 Gargi college, DU   📅 2014 - 2017

AWARDS

International Scholarship to Germany
📖 Goethe Institute   📅 2013