Jesha Shah

UI/UX DESIGNER

✉ jesha_shah@outlook.com   📍 United States   📞 2677523045

Profile

A collaborative professional with 3 years of experience in UX/UI design, skilled in data analysis, strategic thinking, and problem-solving. Passionate about environmental and social impact. Experienced in web applications, digital media, and interactive design with a focus on accessibility and innovative technology solutions.

Employment History

Lead Digital Designer, Mobility Ideal Healthcare, Edison

January 2023 — Present

- Led user research and development of innovative application design and enterprise software, resulting in a 50% reduction in workflow time for clinicians and administrative staff.
- Implemented accessible design principles using Adobe XD and conducted thorough testing to ensure compliance with WCAG standards, resulting in an inclusive user experience.
- Collaborated with the development team to integrate accessibility features seamlessly into the application's design and functionality.
- Led training sessions on accessible design principles, fostering inclusivity within the organization.

Website Designer, Atlantic Pain & Wellness Institute, Philadelphia

September 2022 — December 2022

- Redesigned website workflows with a contemporary user interface, reducing patient cognitive load by 40% in usability testing.
- Enhanced information architecture and visual design aesthetics using WIX, HTML, and CSS, mitigating information overlap.

UX/UI Design Intern, Atreya Digital Health, Remote

June 2022 — August 2022

- Led user research and content strategy, yielding a 10% boost in B2B lead generation, and overhauled Squarespace website design, resulting in a 20% reduction in bounce rate.

User Experience Designer, Padcare Labs, Pune

April 2020 — June 2021

- Developed ergonomic user-centric product and design concepts, securing patents for innovative waste sanitary napkin conversion process.
- Designed website resulting in a 30% increase in lead generation for both B2B and B2C segments, with a focus on accessibility and e-commerce development.

Education

Master of Science in User Experience and Interaction Design, Thomas Jefferson University, Philadelphia

August 2021 — May 2023

Bachelor of Design in Product Design, GLS Institute of Design, Ahmedabad

June 2016 — May 2020

Links

[Webstie](#)

[Linkedin](#)

Skills

Problem Solving

Figma

Adobe XD

Adobe Creative Cloud

Invision

Axure

Microsoft Office 365

WordPress

HTML

CSS

JavaScript

Trello

Jira

User Research

Design Thinking

Product Management

User Persona

Wireframing

Functional Prototyping

Information Architecture

Journey Mapping

Component Library

WCAG standards

Usability Testing

Presentation Skills

Teamwork

Leadership

Time Management