Nirali Shah

shah.nirali.92@gmail.com | 253-709-3439 | www.niralishah.us | www.linkedin.com/in/shah-nirali

Senior Product Designer with 5 years of experience transforming complex systems into intuitive solutions. Skilled in interaction and visual design, driving strategic decisions with stakeholders to achieve outcomes.

EXPERIENCE

Senior Product Designer | Ascension Healthcare   January 2023 - Present

- **Led the end-to-end design** of appointment scheduling system **increasing online bookings by 35%.**
- Designed complex scheduling flows, user journeys, and information architecture frameworks, delivering high-fidelity prototypes across **desktop, mobile web, and native apps.**
- Collaborated with product managers, engineers and stakeholders to define, iterate and implement new scheduling features, improving usability and **reducing drop-off rates by 18%.**
- Conducted user research and usability testing to inform design decisions.
- Maintained a **scalable design system**, ensuring consistency and **accessibility** across all products.
- **Presented design ideas and prototypes to senior leadership**, securing approval for key initiatives.
- **Led design workshops** to align on design goals, balancing user needs and business objectives.
- **Mentored junior designers**, providing guidance on best practices and career growth.

UX Designer II | eBay   June 2022 - October 2022

- Designed the **Reserves risk control system** to **hold seller funds** for refunds and disputes, **protecting eBay from financial losses** caused by large B2C sellers.
- Designed detailed **workflows for reserved funds** and **money movement across seller accounts.**
- Collaborated with **product, legal, finance, and content teams** to create **compliant design solutions.**
- Designed **journey maps, wireframes, and prototypes** for primary use cases and edge cases.
- Contributed to **eBay's design system**, ensuring **consistency and scalability** across products.

UX/UI Designer | Stone Table   October 2021 - June 2022

- **Redesigned web experiences** for products like MoneyMade and Edly.
- Worked closely with **engineering, product, and business teams** to create practical design solutions.
- **Owned design problems from end to end**, from initial concept through shipping.
- Designed **interactions, wireframes and prototypes** for new features using **Figma.**

UX Designer | MyTyde   February 2020 - October 2021

- Led the **mobile app redesign**, improving **user experience through research and competitive analysis.**
- Designed features like **groups, event creation, and messaging,** driving **user engagement and retention.**
- **Contributed to the design system** by adding new components and updating existing patterns.
- Delivered **design solutions in an Agile environment**, refining the **user experience based on feedback.**

SKILLS

Software: Figma, Sketch, Jira, Asana, Adobe XD, Miro, HTML/CSS, Google Suite

Design: Prototyping, Wireframing, Visual Design, Design Systems, User Research, Competitive Analysis

EDUCATION

UX Design Certificate | Treehouse Techdegree   February 2020

B. A. Communications and Sociology | University of Washington   June 2014