

dhvani SHAH

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User Experience Design, Human-centered Design, Visual Design | IMPACT 30 under 30 | O1 visa holder

PROFESSIONAL EXPERIENCE

Flexion Inc | User Experience Researcher & Designer (July 2022 - July 2023)

- A tech consulting company in Madison, WI that uses an agile human-centered design mindset to transform digital technology.
- Conducted design & research activities to modernize FIPCO's (a subsidiary of the Wisconsin Bankers Association) Compliance Concierge (CC) product.
- Created comprehensive journey maps based on synthesized data from 15+ interviews and usability sessions, illustrating the user flow, needs, and pain points, and pinpointing areas for optimization with an aim to increase overall customer satisfaction and retention.
- Collaborated with a cross-functional team of 10+ individuals including end users to iterate on object maps and component libraries, and to implement final designs and conduct usability tests with the goal of reducing time required for new feature development and decreasing customer support calls.

Social Design Thesis | Human-centered Designer (Dec 2021 - May 2022)

Researching how last naming practices perpetuate gender inequality in the U.S. as a part of a thesis for the MA in Social Design.

- Conducted 20+ interviews and analyzed 15+ surveys to identify key insights on people's perspectives on last naming practices.
- Prototyped a game design, and facilitated group game play sessions to co-create ideas for addressing inequitable last naming practices.

Baltimore City Health Department (BCHD) + MICA Center for Social Design | Human-centered Designer (Aug 2021 - April 2022)

Part of a project team at MICA Center for Social Design.

- Collaborated with BCHD and interviewed 10+ providers and patients to understand barriers to PrEP (medication for HIV/AIDS prevention) access.
- Applied the human-centered design process and synthesized data to create design principles, and facilitate ideation sessions to develop a user-centric approach in addressing barriers to PrEP, thereby promoting awareness of the PrEP journey.
- Designed and delivered informative collaterals to help support providers and patients with PrEP initiation.

City Neighbors Hamilton School + MICA Center for Social Design | Human-centered Designer (Sept 2021)

Part of a human-centered design immersive workshop at MICA Center for Social Design.

- Partnered with the City Neighbors Hamilton School to understand how the school's culture was evolving after Covid-19.
- Collaborated to explore what values were important to parents and prototyped an events calendar and an interaction map to celebrate the school's values.

Ramson Industries & Seven Seas Corporation | Creative Lead (Sept 2019 - Aug 2021)

A \$5 million family-owned company that manufactures, imports, and distributes kitchenware and that has operations across 20 Indian states.

- Created wireframes, prototypes, and designs to launch an e-commerce website and initiate social media marketing increasing brand awareness.
- Modernized packaging and catalogue designs and designed promotional creatives for the retail store which led to a 15% increase in sales.

Ogilvy, Mumbai | Art Director (Mar 2016 - Aug 2019)

An advertising agency that has offices across the world and that caters to some of the biggest international and national clients.

- Collaborated to conceptualise, design and develop multi-media campaigns for India's biggest brands like Mondelez's 'Cadbury Dairy Milk', Tata Sky (leading DTH provider), ICICI Bank, Republic TV (leading news channel), and Tata Salt (leading salt manufacturer)
- Collaborated with cross-functional teams to prototype and design innovative products like Cadbury's Unity Bar which got several media mentions, and HUL Hamam's Waterproof Saree which got shortlisted in international awards like Cannes Glass Lion, D&Ad and Clio Awards.

Media.net, Directi | Business Development Specialist (May 2012 - Aug 2013)

A global advertising company that manages 500,000+ websites and by revenue, it is the second largest contextual advertising business worldwide.

- Improved designs for ads by analysing publisher websites' historical data, increasing interactions on the websites.
- Managed 50+ publisher accounts and suggested suitable ad block designs for publisher websites.

LEADERSHIP EXPERIENCE

Indian Creative Women (ICW) | Core Leadership Team (2018 - Present)

The first Indian forum that is working towards promoting diversity in creative teams across the Indian advertising and design industry.

- Helped form a community to facilitate and advocate for gender diversity and equity in the Indian advertising and design industry.
- Organizing events, creating a social media community, conceptualizing an inclusive award category for a national advertising and design award platform, and more, to make the industry more accountable.

Grassroots Design Fest | Visual Design Coach (Feb 2022)

An initiative to contribute to the social change movement in Baltimore where teams of volunteer designers work with grassroots nonprofits.

- Coached a team of three to create a logo for the nonprofit 'STEM Champions of Baltimore', whose mission is to increase interest, aspirations, and skills of Baltimore City children in Science, Technology, Engineering, and Math (STEM).

Annadhan Welfare Foundation | Creative Lead (2018 - 2021)

A 'zero-budget' food and clothing non-profit registered under section 8 of Indian Companies Act.

- Led a design team of 5 to oversee collateral design, volunteer engagement initiatives and corporate outreach for food & utility drives.

EDUCATION

Maryland Institute College of Art (MICA)

M.A. in Social Design

Baltimore, Maryland

Miami Ad School

Art Direction

Mumbai, India | San Francisco

Narsee Monjee Institute of Management Studies (NMIMS)

Bachelor of Business Administration

Mumbai, India