Samir Shah

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EDUCATION

University of Michigan

M.S. Design Science, may '19
focus in product strategy & UX research

B.S. Mechanical Engineering, may '18
magna cum laude

relevant coursework

Analytical Product Design
Front End Design
Analytical Marketing
Interactive Design
Cognitive Ergonomics
Advanced Energy Solutions
Sustainable Enterprise Development
Sustainable Technology Design
Usability Evaluation and Needs
Quantitative Human-Centered Design

SKILLS

frameworks	**tools**	
User Interviews	Sketch	CSS
Surveys	Figma	Qualtrics
Interaction Design	Invision	Jira
Agile development	SPSS	Matlab
Scrum	HTML	Solidworks

PROJECTS

Transportation & Poverty Study '19

- Created a Stella model to analyze the relationship between job access & public transit by exploring access to transportation in Chicago

Skullcandy Market Analysis '18

- Used a conjoint analysis to explore the feasibility of including a true wireless earbud into Skullcandy's product line and prioritize its features

ICS Redesign '18

- Conceptualized new designs for the Incident Command System (ICS) by conducting a system-wide cognitive ergonomics review

Interests

Professional - Product Management, Strategy, Product Design, Sustainability, UX Research, HCI, Analytical Marketing

Leisure - Cooking, Reading, Cutting Hair, Tennis, Art (Sketching, Acrylic Paints, Oil Pastels)

EXPERIENCE

EY Design Studio New York, NY
strategy & product management consultant oct '19-present

- Constructed and carried out the design strategy to design, and build the front end of a B2C e-commerce platform for a Fortune 50 company
- Joined a top 5 investment bank as a UX designer to build a next generation wealth management platform by collaborating with business & technology teams
- Created a product roadmap for an executive level dashboard to deliver financial, product and investment information to c-suite members
- Collaborated with a top university research lab to create an informational illustration for their contact tracing app in the wake of the Covid-19 Pandemic

Raskin Research Group Ann Arbor, MI
design research master's thesis may '19-aug '19

- Created a "now, near, far" roadmap to facilitate collaboration and align stakeholder interests in the Drinking Water Industry to improve the health + safety of Michiganders over the next 10 years
- Applied design research methods to conduct 70+ interviews, synthesize 2000+ data points, ideate on key insights, and validate findings through usability testing
- Shared user stories and experiences to create 4 tools that build empathy and increase collaboration, and also created a business model to integrate private sector stakeholders

ProPublica Ann Arbor, MI
ux consultant jan '19-april '19

- Conducted a usability evaluation on ProPublica's Miseducation platform to raise awareness of racial injustices in education
- Used mixed method research to perform interviews with educators and activists in the Detroit area, conduct and analyze a survey with 265 respondents, and perform usability, heuristic, and card sorting exercises with users
- Findings led to the UI redesign of Miseducation and insights were expanded to similar Propublica tools that highlight injustice

Moxxly Inc. San Francisco, CA
product design engineering intern may '18-aug '18

- Supported reinvention of the breast-pump experience through user-centered design & IOT
- Cast, 3D print, or otherwise fabricated sensor prototypes and 3 mechanical mating components to test and fully characterize design concepts and performance, utilizing rapid prototyping and usability testing
- Automated and designed 6 testing stations using Arduinos and 3D-printed modular test fixtures; constructed test plans and protocols for manufacturers in China in preparation for product launch in December 2018

Whirlpool Corp. Benton Harbor, MI
product management intern june '17-aug '17

- Conducted a literature review to analyze usage of renewable energy in commercial households and researched emerging technology at the Purdue ReNEWW House to create a 5-10 year roadmap to increase usage of solar energy and grey water
- Developed pathway for a DC Architecture Dishwasher by converting electronic systems and components from AC to DC, allowing the components to directly utilize energy from solar panels and batteries increasing efficiency by 30%
- Designed an Arduino controlled rainwater irrigation system for the ReNEWW house, which saved 125 gallons of water