

Neelu Shah

UX – Humanizing Design and Creativity in Technology

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Portfolio

shahneelu.com

I specialize in creating User-Centric Designs (UCD) that work on multiple mediums and form factors. My designs are guided by human-centered research, interaction design thinking, and a strong visual aesthetic.

I excel at the intersection of business strategy, collaboration, and design. With over 12 years of experience working in user experience space, I have developed a flair for intuitive solutions to complex problems that address the business vision and respond with empathy to the needs of real people and real users.

DESIGN LEADER + PROBLEM SOLVER | EXPERT FACILITATOR + STRONG COMMUNICATOR | BUSINESS STRATEGIST + DETAILED DESIGNER | EMPATHY DRIVEN DESIGNER

Experience

Principal UX Designer – Sabre

JAN 2015 - PRESENT

Products - Sabre's API Portal and Sabre Marketplace

- Utilize research methods to understand users, their tasks, and their environments to author designs as per usability findings
- Refine requirements and develop design concepts, bridging business objectives, technical considerations, and user goals into a holistic entity
- Integrate brand, visualization, usability, and functionality targeting a variety of technology platforms, Desktop, Web, and Mobile
- Advocate Enterprise Design Language (Sabre's EDL) during design reviews, coached designers on its usage and implementation and led onboarding and knowledge sharing Collaborate with the Product Leadership team, Marketing & Solutions Management, Business Analysts, and the Technology team
- Work closely with the development team in an agile environment (Rally + Jira) to ensure the UX process is maintained through the entire life cycle of development
- Identify opportunities to evolve and simplify the product's user experience by prioritizing the needs of a more focused target audience
- Iterative product development approach based on qualitative and quantitative data analysis

ACHIEVEMENTS:

- Successfully migrated Developer Portal from Mashery to Drupal CMS to empower API teams self service capability with multiple defined roles for audited publishing of APIs. Ensured CMS supports accessibility standards and in addition layout themes were designed for accessibility
- Improved DevStudio's customer journey and findability score by 40% via monthly campaigns run through Usabilla (live user feedback tool) + Hotjar + Google Analytics
- Led successful design thinking workshop(s) that brought key leaders and stakeholders from design, development, business together to brainstorm, collaborate, and agree on project solutions and roadmap

UX Design Lead/Manager - Santander Consumer USA

JUNE 2013 - JAN 2015

Lead Santander Consumer USA's Chrysler Capital B2C User Experience Design, visual identity, NextGen B2C Products for a variety of platforms.

Products - <http://www.chryslercapital.com> (Chrysler Auto Loans) and <http://apply.chryslercapital.com>

- Led team of 3 designers. Collaborated with the Design team, Product Management, Engineering, Sales and Marketing on identifying user pain points and brainstorming opportunities for improvement. Balanced business requirements, user needs, and technical feasibility to identify solutions.
- Collaborated and lead Chrysler Capital online style guide (teamwork with UX developers), centralized and created standards and Best Practices
- Prepared and conducted in-person and remote usability tests. Analysis of a remote study with 400+ participants resulted in improvements to the online loan application process <https://apply.chryslercapital.com>
- Hands on front-end high-fidelity mockups using [Aptana Studio](#) (Eclipse product)
- Wordpress [CC Blog Design](#) - Design and setup Wordpress blog to generate traffic for Chrysler Capital, which led to 60% increase in user engagement and improved page rankings

Sr. Web and Mobile Designer (UI and UX) - MoneyGram International

JUN 2011 - JUN 2013

Manage and lead development of all of Moneygram's B2C products and creative visual assets

moneygram.com.au | paypal.moneygram.com | m.moneygram.com | moneygram.co.uk | moneygram.com/xpress

- Lead Design Team of 5 designers - for creating all of MoneyGram's web and mobile content
- Lead Design of New Initiatives - MoneyGram and PayPal collaboration <https://paypal.moneygram.com> (Not live anymore as that merger dissolved)
- Design Improvements - Redesign of MoneyGram's international websites and launched on CMS platform - ex: <http://moneygram.com.au>
- Mobile Development Standards - Set web and mobile development UI standards and style guide
- Wireframes & storyboards for MoneyGram's Products & Services program
- Usability enhancements for corporate website and landing pages - <http://corporate.moneygram.com/>
- Set standards for web development, mentor and coach designers on best practices

UX and Creative Director - Freelance

OCT 2009 - PRESENT

www.rtscorp.com | www.sugarphoria.com | www.paincareoptions.com | www.flexdownloads.com
www.einsteincollege.org | www.unitedcp.com (Company got acquired by GoldmanSac)

- Lead web design with a compelling front end, intuitive navigation and stimulating visual assets using a "research and design first, code later" approach
- iOS App for college chat communication, white label app
- Create creative standards, Conceptualized design of website with wireframes and storyboards
- Lead execution of web pages, web page elements and CSS with IT and development
- Create marketing assets – Email newsletters, online banners, site promotion and print
- Develop UI for mobile flash applications for Android platform
- Mentor and coach creative team on creative aspects, branding, marketing, web and mobile
- Social media visual assets and templates
- Campaign websites creative direction and visual assets development

Multimedia and Web Designer - Palm Harbor Homes, TX

OCT 2007 - DEC 2010

<https://www.palmharbor.com> | <http://brochures.palmharbor.com>

- Designed templates to serve 50+ Model Centers via Content Management System based on research with model center to understand their needs and gaps.
- Established consistent design standards for all Model Centers and corporate web pages
- Created Flash slideshows and galleries for master template
- Deployed master template in Site Refresh CMS, performed Cross browser compatibility tests
- Designed frequently changing model center specific promotions and incentives in Print, Email Newsletter (part of email marketing) and other media formats.
- Created time-sensitive email newsletters and sales emails
- Search Engine Optimization (SEO), Optimized images and text for spiders, network of quality backlinks, use of meta keywords and description. Embedded Google Analytics in webpages, used Google Webmaster tools to analyze traffic
- Created flip books for online e-brochures <http://brochures.palmharbor.com>
- Created editable downloadable PDFs for e-brochures, enabling self service for model center managers

Web Designer- Freelance Web Work

JAN 2005 - SEP 2007

- Wireframes, Website prototypes, Flash, CSS, HTML and XHTML
- **Hydus** - Visual and interaction designs with large cross-functional teams. Produced brochures, posters, conference promotional material and print media advertisement.
- **PepsiCo** - Designed Graphics, CSS and Web pages for an in-house enterprise web application
- **H.E.B** - Translated storyboards and wireframes into web application mockup for Store Event Planning. Harmonized CSS with H.E.B's overall corporate web look and feel.

Architecture and Graphic Designer - McCleary German Associates

MAY 2002 - DEC 2004

<http://www.mgarchitects.com>

- Designed and developed McCleary German's corporate website
- Worked with creative teams responsible for all direct marketing and brand advertising
- As architecture designer prepared construction documents for various bank clients
- Designed interior wall mural and other wallpaper graphics for MGA bank clients

Education

(2000– 2001) - MS Architecture - Design and Computing Texas A&M University, TX

(1992– 1997) - Bachelors of Architecture Mumbai University, India

SKILLSET

Strategy/Research

Product-market-fit	User Interviews
Experience Maps	Usability Testing
Personas	Remote Testing
User flows/scenarios	Eye-tracking
Storyboards	Surveys
Mental models	Competitive analysis
Design Thinking	Analytics

Design

Sketches
Wireframes
Site maps/IA
Prototypes
App design
Responsive design
Accessibility

Tools

Sketch
Zeplin
Figma
Invision
Axure RP Pro
Balsamiq
Adobe CC Suite
HTML/CSS