

Neelu Shah

UI/UX – Design and Creativity in Technology

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Profile

I specialize in creating User Centric Designs (UCD) from concept to detailed designs, that work on multiple mediums and form factors. I set the creative direction for user centric visual designs in organizations to create a compelling user experience with innovative visual styles, aligned to brand values and User Centric Designs (UCD).

DESIGN STRATEGY | USER EXPERIENCE AND INTERFACE DESIGN
| ON-PREMISE, CLOUD AND MOBILE | UI ARCHITECTURE | RAPID
PROTOTYPING | RESPONSIVE DESIGN | WIREFRAMES | BALSAMIQ

Experience

Principal UX Designer – Sabre

JAN 2015 - PRESENT

Lead UX Strategy, Usability Goals and Requirements for new product development within Merchandising Manager.

- Collaborate with Product Leadership team, Marketing & Solutions Management, Business Analysts, and the Technology team
- Sell concepts to executive management
- Refine requirements and develop design concepts, bridging business objectives, technical considerations, and user goals into a holistic entity
- Utilize research methods to understand users, their tasks, and their environments to author designs as per UI standards
- Integrate brand, visualization, usability, and functionality targeting a variety of technology platforms, Desktop, Web, and Mobile
- End to end redesign of existing GUI's - Conceptual design & development of mockups/wireframes for applications (current being Dynamic Retailer, Self Service Reaccomodation, Promo Manager)
- Work closely with development team in agile environment to ensure UX process is maintained through entire life cycle of development.

UX Design Lead/Manager - Santander Consumer USA

JUNE 2013 - JAN 2015

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

UX Manager - For <http://www.chryslercpaital.com> (Chrysler Auto Loans) and <http://apply.chryslercapital.com>

- Product Direction - Partner with IT, Product development and Marketing for better interaction design
- Responsive Design - Using Twitter Bootstrap framework
- Standards and Best Practices - For Chrysler Capital Campaign marketing product design
- Hands on front-end high-fidelity mockups using Aptana Design Studio
- Wordpress Blog Design - Design and setup Wordpress blogs to generate traffic for Chrysler Capital

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 - for creating all of MoneyGram's web and mobile content
- Lead Design of New Initiatives - MoneyGram and PayPal collaboration <https://paypal.moneygram.com>
- Design Improvements - Redesign of MoneyGram's international websites <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
- Set standards for web development, mentor and coach designers on best practices

UX and Creative Director - Freelance

OCT 2009 - PRESENT

www.paincareoptions.com | www.flexdownloads.com | www.einsteincollege.org
www.sugarphoria.com | www.unitedcp.com (Social media visual brand assets and campaigns)

- Lead web design with a compelling front end, intuitive navigation and stimulating visual assets using a "research and design first, code later" approach
- 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

- Design Master Template for 50+ Model Centers via Content Management System
- Hand coded HTML and CSS for consistent look and feel for all Model Center and corporate web pages
- Slideshows and Galleries designed in Flash for master template
- Deployed master template in Site Refresh CMS
- Cross browser compatibility tests
- Developed HTML and CSS mockups for Palm Harbor Homes micro websites
- Design Model Center Promotions and Incentives
- Designed frequently changing model center specific promotions and incentives in Print, Email Newsletter (part of email marketing) and other media formats.
- Merged model centric specific promotions with master template.
- 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
- FlipBooks (for e-brochures)
- Created flip books for online e-brochures (<http://brochures.palmharbor.com>)
- Created graphics for e-brochures and floor plan books
- Created downloadable PDFs for e-brochures, enabling self download by users

Web Designer- Freelance Web Work

JAN 2005 - SEP 2007

- Wireframes, Web site prototypes, Flash, CSS, HTML and XHTML
- GoFroggin - <http://www.gofroggin.net> - Designed and developed the complete website including server side code 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 wire frames into web application mockup for Store Event Planning. Harmonized CSS with H.E.B's overall corporate web look and feel.

Designer- McCleary German Associates MAY 2002 - DEC 2004

- Designed McCleary German's corporate website and developed the front-end
- Worked with creative teams responsible for all direct marketing and brand advertising
- Developed client presentations
- 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, College Station

(1992– 1997)

B Arch. Mumbai University, India

Skillset

User Interface and User Experience development, Requirements Gathering , Usability Testing , UI Architecture, Design Patterns, Axure and OmniGraffe iRise, Adobe Photoshop, Illustrator & Indesign Creative Suite, Responsive Design, Aptana Studio & Eclipse, Brackets, Twitter Bootstrap, HTML5 & CSS3, Balsamiq, Axure