RIA SHAH

London | MDes at The Royal College of Arts

A digital designer who challenges conventional ideas with creativity & mindful technology integration. As long as technology exists, experiences need to be designed.

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WORK EXPERIENCE

Digital Consultant,
Freelance | Oct 2023 - Present

- Lead end-to-end UX design, overseeing the entire product lifecycle for startups
- Worked in educational, FMGC, FinTech domains.
- Collaborate closely with developers, ensuring alignment between design and technical aspects.

Digital Consultant,
Larsen & Toubro Infotech | July 2022 - Oct 2023

- Clients worked with - **Qatar Airways & NBCU (NY)**
- Conduct concept and usability testing and gather feedback.
- Develop wireframes and prototypes around customer needs.

UX/UI Intern,
Mondelez International | Jan 2022 - July 2022

- Plan and conduct user research and competitor analysis.
- Interpret data and qualitative feedback.
- Create prototypes and wireframes

UX Research Intern,
Angel One | May 2021 - Aug 2021

- Work with developers.
- Create user stories, personas, and storyboards.
- Determine information architecture and create sitemaps.

Design Research Intern,
THINK Design | May 2020 - Jul 2020

- Collaborating with designers, product managers, and other stakeholders to translate research insights into actionable design recommendations
- Staying up-to-date with the latest research methods.

SKILLS

Service Design | Futurism | Interaction Design |

UX/UI Design | System Thinking | Service

Design | AI | Design Thinking | Project Planning

| Research Methods | Human Factors | User

Psychology | User Testing | Prototyping | Data

Analysis | Interview Analysis | Product Strategy

| Sketching | 3D Modelling

EDUCATION

Royal College of Arts

MDes in Design Futures
September 2024-2025

ISDI School of Design & Innovation, Affiliated with Parson School of Design

Undergraduate Diploma in Product Design and Innovation
Jun 2018 - Jul 2022

Mumbai University

Bachelor in Psychology and Sociology
Jun 2018 - Jun 2021

TOOLS

Adobe (XD, Photoshop, Illustrator, InDesign) | Figma | Marvel | Balasamiq | Sketch | Zeplin | Rhino 3D | Fusion 360 | Keyshot | Blender | Miro | MS Office

CERTIFICATIONS

- Design-Led Strategy: Design thinking for business strategy and entrepreneurship (University of Sydney-2020)
- UIUX Specialization (California University of Arts-2020)
- Web Design: Wireframes to Prototypes
- Visual Elements of User Interface Design
- Web Design: Strategy and Information Architecture
- UX Design Fundamentals

ACHIEVEMENTS

- Scholarship student at ISDI
- Inferno, Head of Hospitality Department (2019)
- Eumind Exchange Program (Netherlands - 2016-17)
- Kotak Educational Foundation Social Services (2019)