

Rahi Shah

📞 317-491-8221 ✉️ artista.rahi@gmail.com 🌐 [shahrahi03](#) 🌐 [therahishah.com](#) 📍 [Indianapolis, IN](#) (Open to relocation)

Education

Indiana University Indianapolis <i>Master of Science in Human-Computer Interaction (GPA: 3.90 / 4.00)</i>	Aug 2023 - May 2025 Indianapolis, IN
The Maharaja Sayajirao University of Baroda <i>Bachelor's in Communication Design (GPA: 3.20 / 4.00)</i>	Aug 2018 - May 2022 India

Experience

UX Designer Oct 2024 – Present
HP Inc. Palo Alto, CA

- Led user research with 15+ interviews, surveys with 50+ respondents, and think-aloud sessions to identify gaps in AI-PC interactions.
- Created high-fidelity prototypes and UI flows for AI-enhanced product interfaces, improving user engagement.
- Collaborated with cross-functional teams at HP, presenting research findings to 15+ stakeholders and aligning designs with product goals and strategic vision.

Product Designer Jan 2024 - Present
COMET Lab, Luddy School of Informatics and Computing Indianapolis, IN

- Led the UI design of a dementia analytics dashboard used by 50+ users, refining typography, iconography and color accessibility for a better visual hierarchy.
- Redesigned cancer treatment data cards, improving UI readability by 25% and user satisfaction by 15% based on A/B testing with 30 participants. .
- Created wireframes and prototypes for mobile and desktop, ensuring consistency across screen sizes. .

Product Designer Feb 2023 – Aug 2023
Genea Ahmedabad, India

- Spearheaded end-to-end redesign of holiday management features in the SaaS-based Access Control product, improving navigation efficiency for 10+ million users globally.
- Designed 10 new design system components, ensuring consistency and scalability while optimizing key touchpoints in the user journey through collaboration with product managers, data analysts, and marketing teams.
- Enhanced UI accessibility, adhering to WCAG standards, which led to a 15% improvement in user efficiency.

UX/UI Designer March 2022 – Jan 2023
88GB Business Solutions Chennai, India

- Revamped UI for websites and mobile apps in healthcare, food, and entertainment industries, delivering high-fidelity mockups and prototypes, increasing client inquiries by 25%.
- Simplified complex user flows and delivered 10+ journey maps and wireframes, enhancing user satisfaction scores by 20%.

Projects

Verizon | Customer Experience Design (Capstone Project) Oct 2024

- Conducted stakeholder interviews with 9+ sales representatives, Retail-to-Business reps, and store managers to identify gaps in Verizon's small business customer experience.
- Developed 3 user personas and journey maps to analyze pain points and guide solution design.
- Designed user flows, wireframes, and interactive prototypes for a streamlined service selection UI, improving small business customer interactions.

Skills

Design: UX Design, UI Design, Prototyping, Wireframing, Interaction Design, Information Architecture, Product Design, Visual Design, Accessible Design (WCAG), Design Systems, Concept Design, Storyboarding, Graphic Design

Research: User Interviews, User Personas, Usability Testing, Heuristic Evaluation, Surveys, Ethnography, Field Observations, Affinity Mapping, Contextual Inquiry, Think-Aloud Session, Competitive Analysis, Performance Metrics

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, XD, After Effects), Sketch, Protocie, Miro, Hotjar, HTML & CSS