

# Nirva Shah

UX designer with a background in engineering and industrial design, bringing a unique perspective in empathizing with users while having deep understanding of the technology.

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## WORK EXPERIENCE

### UX/UI Designer

Vivpro.ai | Remote | Sep 2023 – Present

- Led a full platform redesign for over 700 users; Collaborated closely with different stakeholders to finalize the product strategy and information architecture; Rapidly iterated design concepts and prototypes to finalize design; Delivered high-fidelity designs and provided support to engineers.
- Explored visual treatments and product branding to re-create a design system for the platform.
- Converted insights from user research into actionable, development-ready UI specifications, balancing customer needs with design feasibility for enhanced product features.

### Industrial Design Intern

Essential Design | Boston, MA | May 2022 – Aug 2022

- Projects ranged from healthcare to consumer sector. Responsible for market analysis, early concept sketching, high-fidelity SolidWorks prototyping and 3-D prototyping of product ideas, resulting in compelling narratives for client presentations.
- Collaborated with human factors and mechanical engineers to assess business needs, facilitating the creation of storyboards, journey maps and user archetypes that informed concept development.

### Industrial Design Apprentice

Signify | Burlington, MA | Jul 2021 – May 2022

- Work ranged from early ideation and exploration of new sustainable lighting products to iterative 3-D prototyping of selected concepts for further refinement. Also, led design critiques and brainstorm sessions for the industrial design team.
- Developed a forward-thinking sketch series of 15 next-gen lighting solutions, enabling the R&D team to deliver compelling narratives and secure stakeholder buy-in within the defense sector.

## EDUCATION

### MS in Human Factors in Information Design

Bentley University, MA  
Sep 2022 - May 2024

### Certificate in Industrial Design

Massachusetts College of Art & Design, MA  
Sep 2019 – May 2022

### BS in Electrical Engineering

Nirma University, India  
Aug 2014 – Jun 2018

## VOLUNTEERING

### UX Researcher + Designer

The Stereotype Project Foundation | 2024

### UX Researcher

Massachusetts Trials Court Project | 2022

## LEADERSHIP & AWARDS

### Scholarship Recipient

Information Architecture Conference | 2024

### Diversity Equity and Inclusion Manager

UXGA, Bentley University | 2023 - present

### William Hannon Design Research Award

Massachusetts College of Art & Design | 2022

## SKILLS

**UX Design:** Site Maps, User Flows, Sketching, Wireframing, Prototyping, Information Architecture, Typography, Graphic Design

**UX Research:** Interviewing, Survey Design, Diary Studies, Empathy Mapping, Heuristic Evaluation, Usability Testing, User Stories, Journey Mapping, Storyboarding

**Tools:** Figma, Adobe Creative Suite, Qualtrics, Dovetail, Jira