Vraj Shah

User Experience Designer

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Professional Summary

I'm a passionate User Experience Designer with over 5 years of experience. I love using design thinking to solve complex user problems and create impactful digital products. I have a strong track record of turning ideas into reality through research, prototyping, and user testing. I also excel at collaborating with cross-functional teams and establishing design systems that streamline the product development process. I'm a master of UX processes and methodologies, ensuring the products launch smoothly and meet user needs.

Experience

User Experience Designer

AbbVie Inc. | North Chicago, IL — September 2019 - September 2024

• **Revamped the Flagship Platform (Increased User Engagement by 60%)**
- Spearheaded the rebranding and revitalization of our company's core web platform. This strategic initiative resulted in a near 60% surge in user engagement – a huge win for both user satisfaction and brand loyalty!

• **Led Cross-Functional Teams to Product Success**
- Led workshops with business users and stakeholders to uncover user needs and prioritize features. My focus on pain points helped us adjust the product roadmap and ensure new features maximized impact.

• **Championed Data-Driven Design**
- I championed an iterative design approach using rapid prototyping and A/B testing. This allowed us to refine user journeys and validate design decisions before development, minimizing risk and ensuring a smooth user experience.

• **Fostered Collaboration & Delivered Results**
- Orchestrated seamless collaboration between engineers, product managers, and business teams. By effectively communicating design decisions and rationale, I secured buy-in from all stakeholders and drove successful implementation.

• **Onboarding Success: Minimized Disruption, Maximized Adoption**
- Developed and implemented a comprehensive user onboarding and training strategy for the new platform. This proactive approach minimized disruption and ensured high user adoption rates, contributing significantly to the project's overall success.

Areas of Expertise

- Strategic Design Thinking
- User-Centered Design
- Design Systems Leadership
- Cross-Functional Teamwork
- Data-Driven Design
- Adobe Creative Suite
- Figma
- Jira

Education

M.S. in User Experience and Interaction Design
Thomas Jefferson University
Philadelphia, PA