

HEMANI SHAH

Designer | UX/UI • Digital • Brand • Visuals
hemanishah03@gmail.com | Auckland, NZ (Open to Relocate)

PROFESSIONAL SUMMARY

Designer with a master's in design, Google UX Certificate, and Certified Usability Analyst qualification. Strong proficiency in Figma and working knowledge of Adobe Creative Suite. Experienced across UX/UI, digital campaigns, brand design, and social content. Brings 11+ years of customer-facing and stakeholder experience across design, retail, and financial services in India and New Zealand.

AREAS OF EXPERTISE

- **UX/UI Design:** End-to-end experience design across web and mobile. User research, ideation, journey mapping, wireframes, and high-fidelity prototypes
- **Digital and Social Content:** On-brand digital assets for social media, email, web, and digital advertising. Experienced across Instagram, Facebook, LinkedIn, and digital marketing.
- **Usability Testing and Research:** User interviews, usability testing, and behavioural analysis. Translating insights into clear, actionable design decisions.
- **Brand and Campaign Design:** Creative concepts across integrated campaigns, social, digital advertising, and print. Strong typography, layout, and visual hierarchy.
- **Figma and Design Tools:** Strong Figma proficiency for UX/UI, prototyping, and design systems. Working knowledge of Adobe Illustrator, Photoshop, InDesign, After Effects, and Canva.
- **Collaboration and Delivery:** Works closely with developers, product managers, and stakeholders. Strong communicator who manages multiple projects to deadline in fast-paced environments.

RELEVANT WORK EXPERIENCE

UI/UX and Visual Designer | Kidaura Innovations Pvt. Ltd., India *Apr 2021 – Feb 2023*

- Led end-to-end UX for a healthcare SaaS platform serving therapists, parents, and administrators
- Designed role-based interfaces, data dashboards, user flows, and high-fidelity Figma prototypes
- Conducted user interviews and usability testing to validate and iterate on designs
- Produced digital campaign creative, brand assets, and visual content across all touchpoints
- Collaborated with founders, clinical experts, and developers in an agile startup environment

Freelance Visual Designer and Photographer | Self-Employed, India *Dec 2014 – Apr 2018*

- Produced photography, graphic design, and campaign assets for consumer brands and events
- Managed end-to-end client briefs including creative concepting, production, and delivery

OTHER WORK EXPERIENCE

Senior Service Specialist and Optical Lead | OPSM, Auckland, NZ *Oct 2023 – Present*

- Representing a premium NZ consumer retail brand in a customer-facing environment daily
- Translating complex product information into clear, accessible communication for diverse customers

Virtual Relationship Manager | RBL Bank (Ratnakar Bank Limited), India *Jul 2019 – Dec 2019*

- Managed a banking portfolio of Rs 10M across nearly 500 customers at a leading private sector bank

Store Manager | Social Media Family Dining Cafe, India *Jun 2018 – Apr 2019*

- Managed daily operations, team coordination, and brand standards in a busy consumer environment

EDUCATION

Master of Design | Media Design School, Auckland, NZ

Postgraduate Diploma in Design | Media Design School, Auckland, NZ

Postgraduate Diploma in UX Design | SPIT, Mumbai, India

Bachelor of Accounting and Finance (BAF) | University of Mumbai, India

CREDENTIALS

Certified Usability Analyst (CUA) | HFI Institute

Google UX Design Certificate | Coursera

References available on request.