SHAILJA PATEL

UX Researcher and Experience Designer

About

I approach design projects with a combination of strategic thinking, user experience research, and graphic design to create optimal solutions.
My pragmatic approach allows me to look beyond the surface to consider various factors for successful outcomes.

Skills

Adobe CC Creative Cloud | Sketch | Figma | InVision Studio

UX Research | UX Design | Graphic Design | Leadership | Project planning and management | Strategy | Interpersonal skills and communication | Agile Design Process | Design Thinking

Connect

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Savannah, GA

Experience

Teaching Assistant   Jan 2023 - Mar 2023
Savannah College of Arts and Design
Savannah, GA

During my time as a teaching assistant, I had the opportunity to take an active role in shaping the curriculum by developing my own teaching materials and creating engaging, hands-on learning experiences for students. I not only taught various topics but also provided feedback on students' work to help them improve their understanding and skills.

Skills: Teaching · Facilitation · Design Research · Concept Development · Visual Communication

UX Research Lead   Sept 2022 - Nov 2022
Google - SCAD sponsored project
Savannah, GA

As a research lead, I was responsible for creating a comprehensive research roadmap to guide the team's efforts in developing innovative solutions. To do this, I strategically utilized multiple research methodologies such as surveys, interviews, user journeys, and observation studies to gather insights and data from various sources. By using these diverse approaches, I was able to gain a holistic understanding of user needs and preferences, which informed the development of impactful deliverables.

Skills: Design Research · UX Research

Individual Contributor   Jun 2022 - Jul 2022
Royal Caribbean Group - SCAD sponsored project
Savannah, GA

As an individual contributor, I willingly jumped in wherever my skills were needed to support the team. In addition to my primary responsibilities, I helped the team through various tasks, such as conducting secondary research to identify opportunity areas and facilitating brainstorming sessions for concept generation. My ability to collaborate and contribute in different ways allowed the team to work more efficiently and effectively toward our common goals.
Skills: Agile Environment · Ideas Development · Presentation Skills · Teamwork · Time Management

UX Research Lead   Jan 2022 - Mar 2022
Deloitte - SCAD sponsored project
Savannah, GA

In my role as a research lead, I was responsible for driving the research process and ensuring that the team had the insights necessary to make informed decisions. This involved creating discussion guides and facilitating field observation studies to collect data from users. Using this data, we developed detailed scenarios to plot opportunity areas and identified a framework to revamp the existing workflow. By taking a systematic approach to the research process and involving the team throughout, we were able to make strategic improvements to the product that aligned with user needs and preferences.
Skills: Design Research · User Interface Design · UX Research

Visiting Faculty
Jan 2022 - Nov 2022

MIT ADT University
Pune, India

As a designer and facilitator with experience in project management, I conducted a workshop on agile design methodology at MIT Art, Design & Technology University, I have had the privilege of guiding students in applying agile principles to their design processes.
Through hands-on experience in the workshop, students were able to learn how to effectively apply agile design principles to their work, including techniques such as rapid prototyping, continuous feedback, and collaboration.
Skills: Teaching · Facilitation · Agile Environment · Design Thinking

Digital Lab Technician
Apr 2022 - Nov 2022

Savannah College of Arts and Design
Savannah, GA

As a digital lab technician, my work experience involved managing various digital fabrication technologies such as paper printing, laser cutting, and 3D printing. I gained proficiency in operating multiple software programs and handling both FDM and PolyJet 3D printers. My primary responsibility was to review files for quality and construction, identify and troubleshoot problems, and assist students in fixing any issues before finalizing and printing the project. My role was critical in ensuring that the students received high-quality output while also improving my knowledge and skills in digital fabrication technologies.
Skills: 3D Modeling · Product Design · Rhino 3D

UX Researcher, Graphic Designer
Jun 2021 - Sep 2021

Google Pay - SCAD sponsored project
Savannah, GA

Throughout the project, I have jumped in and contributed to multiple teams, but my primary focus has been on research and graphic design. I had the opportunity to facilitate a research workshop with the Google team, where I helped organize and lead the event. Additionally, I have participated in various research activities, providing valuable insights and ideas. My graphic design skills were also put to use, where I was responsible for creating an entire promotional video highlighting the product's features and contributing to product marketing efforts. Overall, my diverse skill set and willingness to jump in and contribute wherever needed have allowed me to make a significant impact in my roles.
Skills: Facilitation · Presentation Skills · Graphic Design · Adobe Illustrator · UX Research

UX Lead
May 2019 - Mar 2021

Redd Experience Design
Bangalore, India

As a UX lead, I have had the opportunity to manage multiple projects and teams, overseeing various aspects of the design process. This has included setting the scope of the project, building a team, communicating with clients, building features and wireframes, and of course, supervising development, In addition, I have been responsible for setting the visual language for projects, ensuring that they meet both client and user needs, while also delivering high-quality results. Overall, my experience as a UX lead has allowed me to develop a comprehensive set of skills that are essential to delivering successful design projects.
Skills: Design Research · User Interface Design · Web Design · Usability Testing · UX Research

Graphic Designer
Jun 2018 - May 2019

Brave New World
Bangalore, India

As a graphic designer at an advertising agency, my primary focus was on creating social media collaterals and developing brand campaigns for multiple clients. This role taught me invaluable skills, including time management and collaboration with cross-functional teams such as content creators, marketers, and developers. Working in a fast-paced environment with strict deadlines has also taught me the importance of effective time management and communication with the various teams to ensure that the final product meets the high standards of the client.
Skills: Graphic Design · Art Direction · Typography · Adobe Photoshop · Visual Communication

User Interface Intern   Jun 2017 - Jul 2017
Cartoon Mango
Bangalore, India

During my time as an intern, I had the opportunity to work on a wide range of design projects, including website interfaces, branding and illustrations, and creating icons. With a focus on both form and function, I worked closely with senior designers to develop effective solutions that met project needs. Through my work on these projects, I gained valuable experience in a variety of design tools and techniques, including Adobe Creative Suite and user-centered design methodologies.
Skills: Branding & Identity · User Interface Design · Graphic Design · Web Design · Adobe Illustrator

Graphic Designer   Feb 2016 - Jun 2017
Capture Publishing LLP
Pune, India

As a graphic designer at Pictorially Speaking, an online magazine of Capture Publication, my main responsibility was to generate content for the magazine and create illustrations and layouts for the articles. Through my role, I was able to use my creativity and design skills to enhance the reader's experience and bring the articles to life visually.
Skills: Typography · Adobe Photoshop · Visual Communication · Graphic Layout

Graphic Design Intern   Dec 2016 - Jan 2017
Yes yes, why not?
Mumbai, India

During my time as an intern, I was given the opportunity to work on a variety of projects that involved crafting and marketing new products for the firm's shop. Specifically, I was responsible for creating digital collateral, producing product photography, and designing paper illustrations. Through these experiences, I learned valuable skills related to product development and marketing, while also contributing to the success of the firm's product offerings.
Skills: Art Direction · Web Design · Typography · Adobe Photoshop

Graphic Design Intern   Jun 2016 - Jul 2016
Sagar Shah Doodle
Ahmedabad, India

As a graphics design intern, my main responsibility was to work on branding projects and create digital and hand illustrations for various clients. Through these experiences, I honed my skills in graphic design and learned how to effectively communicate a brand's message through visual elements. Overall, my internship provided me with a strong foundation in graphic design and helped me develop a diverse portfolio of work.
Skills: Branding & Identity · Digital Illustration · Illustration · Adobe Illustrator

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📖 Education

Master in Fine Arts   Mar 2021 - Present
Savannah College of Art and Design
Savannah, Ga

Diploma in Graphic Design   Jun 2014 - Jul 2018
MIT Institute of Design
Pune, India

▤ Certifications and Courses

Creating a Culture of Privacy
LinkedIn

Privacy by Design: Data Classification
LinkedIn

Design Research & Insight Translation
Lextant

Creating a Culture of Privacy
LinkedIn

⚜ Honors & Awards

Student Essay Winner   **Sep 2022**
Issued by Design Management Institute

💬 Languages

English
Advanced
Hindi
Native
Gujarati
Native