

KINJAL SHAH

I craft experiences, strategies, services and spaces to make lives happier.

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🌐 www.kinjalshah.info

EXPERIENCE

StreetARToronto Current
UX Researcher (contract)

- Leading the research of a community-facing service by the City of Toronto to promote local artists while making streets safer
- Responsible for scheduling sessions, conducting interviews with both artists and stakeholders, managing data, synthesizing the research, and providing design directions for future development

Un-Urban Experiments Jun '18 - Jul '18
UX Designer

- Worked with 20 collaborators from various disciplines on an expeditious project to design a solution for a remote community near the arctic circle to battle long dark winters
- Conducted ethnographic research and one-on-one interviews, and mapped qualitative and quantitative data from generative research to derive actionable insights
- Sketched multiple ideas, co-created quick prototypes, and built a part of the final design

JPMorgan Chase & Co. Jul '17 - Aug '17
UX Design Intern

- Worked with the Chase Pay team to explore the future of the digital wallet and rewards system
- Synthesized research from diverse sources to identify a target user group, performed market analysis, designed the initial prototype, and developed strategies for the future roadmap

Prior Work 3+ years
Multiple: TA, Intern, Interior Architect, Design Lead

- As the TA of a graduate design thinking course, conducted 3 classes, and assisted in course preparation and grading.
- As an interior architect, designed user experiences in residential and commercial spaces, worked with clients, and led multiple projects from conceptualization to the final design

RECOGNITION

Paula Rhodes Award, SVA, NYC
Project : MightyUs | Awarded for quality and originality in thesis

Juried Exhibition at Chelsea Gallery, NYC
Project : Epitaph | UX, Product Design, Physical Computing

EDUCATION

School of Visual Arts, NYC
MFA Interaction Design
2016 - 18

Thesis : MightyUs - empowering at-risk refugee children to be their own safety superheroes

CEPT University, India
Bachelor of Interior Design
2007 - 14

Thesis : Key concepts for building and life safety in commercial spaces

PROFICIENCY

Design

User Experience Design
User Research
Data Analysis
Service Blueprints
Information Architecture
Prototyping & Wireframing
Usability Testing
Co-creative Workshops
Interior Architecture
Product Design
Sketching and Illustrations

Softwares

Adobe Design Tools
Sketch
InVision
Adobe XD
Principle
Zeplin
AutoCAD
Processing
Arduino Uno

Technical Languages (Basic)

Javascript
HTML
CSS