Charin Shah

Product Designer

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Summary

I'm a designer with entrepreneurial and Finance background who specialises in experience design. With 2.5+ years of experience determining functionality and enhancements, I've excelled in translating data insights into intuitive designs.

Work Experience

Associate Sr. UX Designer
Aug 2022 – Present

Lollypop Design Studio

- 2.5x increase in recharge to spin rates for Vi prepaid business team by delivering a gamification enhancement project in 15 days

- 5 million MAUs - responsible for end to end user experience of Vi music & Vi games

- 32 IDI's - part of a team that executed a 3 week qualitative research on mobile micro digital payment behaviour that helped create a customer adoption strategy for the Vi dashboard

- Hosted a Mid-journey (AI tool) workshop for Vodafone Idea design team to help integrate it in our day to day working

- Selected for the CEO Internship program for 6 months, learnt in-depth about sales, business and leadership

Education

Product Design
Dec 2021 – Present

Self-taught

Design Workshops at Growthschool, Member of IxDF, ADPlist mentors & Ansh Mehra - Youtube tutorials

BBA - Finance
Jul 2018 – June 2021

NMIIMS University

CGPA: 3.4/4

Clients worked with

Vi! | SS BEAUTY by Shoppers Stop | 'Unsaid | wealth 360 ONE | aGGo

Skills & Competencies

UX/UI Audit

IA & Design Thinking

Problem solving

Presentation

Business thinking

Cross-functional collaboration

Prototyping

Interaction & UI design

Stakeholder management

Domains worked in

Telecom | Music | Games

E-Commerce | Fintech

Travel | Logistics

Mentors/References

Nikalank Jain | VP - COE [Vodafone Idea ltd]

Walter Cardoz | D.VP - Design [Kotak811]

Adesh Bhansali | D. Director [Tata Digital]

Interests

Dance | Travel | AI | Movies | Adventure