

# Hriti Shah

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## ABOUT ME

Product designer with 4+ years of experience in UX and product design. Expertise in setting product vision, developing roadmaps, and driving cross-functional teams to deliver impactful solutions. Skilled in analyzing KPIs, gathering and translating requirements, and leveraging data for informed decision-making. Proven track record in Agile methodologies and facilitating Scrum ceremonies.

## EDUCATION

<b>Pratt Institute</b> – Pratt School of Information <i>Master of Science, Information Experience Design</i> (Coursework: Product Design, Advanced Usability & UX Evaluation, Digital Accessibility, Mobile Interaction Design)	<b>New York City, United States</b> Jan 2020 – Dec 2021 <b>GPA: 3.98</b>
<b>University of Mumbai</b> – Dwarkadas J. Sanghvi College of Engineering <i>Bachelor of Engineering, Computer Engineering</i> (Coursework: Human-Computer Interaction, Artificial Intelligence, Machine Learning, Web Technology)	<b>Mumbai, India</b> Jul 2015 – Jun 2019 <b>GPA: 3.73</b>

## WORK EXPERIENCE

<b>Cloudflare Inc.</b> <i>Product Designer II</i> <ul style="list-style-type: none"><li>Served as a designer and interim product manager, leading stakeholder management, design, and roadmap for Turnstile, a smart CAPTCHA alternative with <b>500k+ widgets</b> and <b>1B</b> daily impressions, used by <b>OpenAI, LinkedIn</b>, and the <b>Myanmar Government</b></li><li>Currently leading the design for Cloudflare's new suite of products for <b>Fraud Management</b> with an <b>ACV of \$5M</b></li><li>Mentored a <b>Product Management intern</b> as part of a structured PM internship mentorship program, guiding them through PRD reviews, project oversight, and career development, accelerating their growth and impact</li><li>Shadowed new designers on their projects, offering insights, resulting in improved design quality and faster onboarding.</li><li>Led multiple workshops with cross-functional teams to define product requirements, prioritize features, and drive execution</li><li>Co-created product vision and collaborated with PMs to design a feedback loop to help users report false positives or false negatives in their data, reducing false positives by <b>81%</b></li><li>By conducting data-driven research, redesigned the onboarding flow for Bot Management on Cloudflare's flagship dashboard</li></ul>	<b>New York City, United States</b> Jan 2022 - Present
<b>Pratt Institute</b> <i>Graduate Research Assistant</i> <ul style="list-style-type: none"><li>Curated and conducted UX Fundamentals and Research workshop for <b>30+ museum professionals</b></li><li>Recipient of the <b>Impact Award</b> at Pratt Institute's Research Open House 2022</li></ul>	<b>New York City, United States</b> Feb 2020 – Jan 2022
<b>Token Metrics</b> <i>UX Design Intern</i> <ul style="list-style-type: none"><li>Single-handedly formulated a UX framework to lead the redesign of Token Metrics' crypto-analytics dashboard with <b>6000+ users</b></li><li>Conducted semi-structured user interviews for <b>30+ users</b> to learn about the users' unmet needs and pain points</li><li>In collaboration with the marketing team, analyzed the quantitative data for <b>200+ users</b> to validate the qualitative insights</li><li>Designed the low-fidelity and high-fidelity mockups for the dashboard that led to a <b>52% increase</b> in the daily active users</li></ul>	<b>New York City, United States</b> Jun 2021 – Sep 2021
<b>CleverTap</b> <i>Product Design Intern</i> <ul style="list-style-type: none"><li>Led the market research, competitive analysis, and user interviews and authored user stories for the user profile page of CleverTap's customer-engagement dashboard with <b>8000+ users</b></li><li>In collaboration with UX Researchers, analyzed the activity of <b>40+ users</b> to identify user behavior</li><li>Created the information architecture and designed the paper prototypes, low-fidelity, and high-fidelity mockups for the page</li><li>Worked on the registration flow of the dashboard that led to a <b>14% decrease</b> in the bounce rate</li></ul>	<b>Mumbai, India</b> May 2020 - Aug 2020
<b>Media.net</b> <i>User Experience Designer</i> <ul style="list-style-type: none"><li>Defined the product vision, strategy, and roadmap for an internal reporting tool used by <b>100+ employees</b> on a daily basis</li><li>Led the design for the tool, creating a design system, low-fidelity, and high-fidelity mockups for the internal reporting tool</li><li>In collaboration with product and engineering teams, designed the user interface of <b>10+ web applications</b></li></ul>	<b>Mumbai, India</b> Sep 2019 - Jan 2020

## SKILLS

Personas, Wireframing, Prototyping, Interaction Design, Visual Design, Typography, Product Management, Surveys, User Interviews, Usability Testing, Statistical Analysis, User Flows, User Stories, Heuristic Evaluation, Affinity Mapping, A/B Testing, Qualitative Research, Quantitative Research, HTML/CSS, JavaScript, ReactJS, Python, C, C++, Java, MySQL, Project Management

## TOOLS

Figma, Sketch, InVision Studio, Jira, Miro, Framer, Adobe Photoshop, Adobe Illustrator, Adobe XD, Adobe After Effects

## VOLUNTEER EXPERIENCE

- Worked as a Visual Designer for Idealvillage, a non-profit organization working towards the upliftment of Indian Villages