

# Amy Shah

Product & UX/UI Design

651-212-3470

amyshah98@gmail.com

amyjshah.com

## Experience

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### Product Designer

Jun 2022 - Jul 2024

Cox Media Group

- Designed & documented wireframes to enhance the functionality of local news apps, websites, and newsletters within an Agile environment spanning various teams
- Implemented design features that boosted product engagement and user retention by 106%
- Conducted 30+ annual user tests by adopting a variety of research methods and tools to improve product usability & accessibility
- Maintained and innovated CMG's internal design system & brand libraries for 60+ brands in Figma

### UX/IA Designer

Jul 2021 - Jun 2022

3M

- Built detailed wireframes for business & consumer-facing websites in Axure RP based on stakeholder goals, user research findings, and competitive analysis
- Advised on UX improvements for web content, leading to increases in click-through rates and user retention
- Collaborated with global marketing and development teams to align design principles

### UX/UI Designer

Feb 2020 - Sept 2021

StudyU

- Established design systems in Figma for Android, iOS, and web development in a small startup environment
- Effectively communicated with a software developer through comprehensive design documentation and iterative feedback
- Implemented research-driven marketing strategies to cultivate a growing user base and achieve local market recognition

## Skills

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- User, behavioral research & testing
- Market research & competitive analyses
- Wireframing, prototyping, storyboarding
- Accessibility, WCAG 2.1
- Information architecture & visual design
- Native prototyping (HTML & CSS)
- Figma, Adobe CC, Jira, Agile
- Data analysis, Tableau

## Education

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### University of Minnesota - Twin Cities

May 2021

BA Individualized Studies: Psychology, Design, Communications