

# Pooja P Shah

## Senior Product Designer

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Senior Product Designer with 10+ years of experience leading end-to-end UX for enterprise and consumer-facing products. Expertise in AI-powered design, scalable design systems, and cross-functional collaboration across B2B and B2C domains.

### Skills

**UX Research:** User Interviews, Usability Testing, Heuristic Analysis, Data analysis, A/B testing

**UX Strategy & Design:** Data driven insights, Design systems, Information architecture, Visual design, Design Ideation/ Iterations, Sketching, Wireframing, Prototyping, Accessibility (WCAG), Service Line Design

**Product Strategy and Growth:** Roadmaps, Prioritizations, Growth Hypothesis, GTM Strategy, Product Led Design, Lean UX, Agile Product development Market/ Competitive Analysis, Stakeholder Communications, Teamwork, Critical Thinking

**Technical Tools (Software):** Figma, Sketch, InVision, Adobe Creative Suite (Photoshop, Illustrator), UsabilityHub, Google Analytics Maze, LogRocket, EnjoyHQ, UserZoom, Google Suite

**AI Tools:** Google Gemini, Lovable, Manus, Bass 44, UX Pilot, Perplexity

### Work Experience

#### Randstad for CFI | Senior Product Designer

September 2024 – Present

- Created and launched the **Enrollment Form Builder** for the NCSEAA Admin Portal, enabling customizable, prompt-based forms to streamline K–12 student data collection across B2B (schools and providers) and B2C (households/parents) audiences, **reducing manual data entry time by 40%** and improving accuracy for compliance.
- Led the end-to-end **design strategy for the Admin Portal**, modernizing workflows (task queues, in-app messaging, communications center), resulting in a **30% increase in admin productivity** and **25% reduction in response time** for user requests.
- Cooperated with cross-functional teams to define product strategy, prioritize MVP features, and align roadmaps—delivering scalable, user-centered solutions that improved usability and cut onboarding friction by **over 35%** for both school, Providers and household users.

#### Randstad for McKesson | Senior Product Designer

April 2022 - May 2024

- Led full-stack UX design for Contract Analytics and Supply Agreement Dashboards in McKesson's B2B Connect and ERA portals—contributing to **\$3B quarterly revenue** and **\$12M in annual savings** through improved decision-making and compliance.
- Redesigned McKesson's PPCS Inventory Management **SaaS tool** to enhance user decision-making efficiency, streamline workflows, and provide a strategic advantage that contributed to increased sales growth.
- Developed a scalable growth roadmap for McKesson's **B2B e-commerce platform**, integrating AI and machine learning into the design system.
- Generated Figma prototypes using user-driven insights, collaborated with Agile teams, and maintained scalable UI libraries to ensure design consistency.
- Improved **patient retention by 25% at US Oncology** through the design of a chatbot-based check-in system and feedback loop across mobile and web platforms.
- Directed junior designers and built design frameworks, documentation, and style guides to support scalable UX practices across teams.

#### Institute of Product Leadership | Product Designer

August 2017 - April 2022

- Led the service design for student and faculty onboarding and managed the full-stack design process from concept to implementation, collaborating with cross-functional Agile teams to **launch EdTech products** (UAssess, Zapilio, and Mikrolearn) powered by generative AI and machine learning—**contributing to \$1M in seed VC funding** in Bengaluru, India.
- Conducted user research and facilitated design ideation workshops with beta users and stakeholders to inform product strategy and roadmap future growth.

#### Adaptive Extensions | Product Designer

August 2011 - August 2012

- Worked with team of Android engineers for a Value Proposition Design, User flow, Low Fidelity Wireframe, Mood boards, Palette design and delivery management for a first-generation Android Mobile Applications
- Created native mobile applications Mov It, Phone Security Alarm, Catch Fish App, Moon Vedic Calendar

## **Hewlett Packard Inc. | Strategic Planner**

February 2017 - June 2017

- **Managed 225K sq. ft. real estate portfolio** for Hewlett Packard HQ.
- Developed scenario planning, block, and stacking plans to optimize workflow efficiency.
- Led space negotiations with stakeholders and internal teams and executed CAFM data management for future growth

## **Meta | Workplace Planner/ Project Manager**

May 2016 - February 2017

- **Managed 150k Sq. Ft. real estate portfolio**, space and occupancy planning for Facebook HQ.
- Spearheaded and managed interior project planning, scenario planning, block and stacking plans to optimize workflow
- Spearheaded and managed space negotiations, stakeholder management, migration plan and CAFM data.

## **Apple Inc. | Project Manager/ Space Planner**

August 2015 - May 2016

- Led global space planning and project management for Apple's **267 retail channel shops** in EMEA and Asia
- Managed, and supervised documentation and ensured compliance with Apple Design codes globally.

## **Projects**

### **She | Product Designer**

March 2023 - December 2023

- Product Design: Designed a Value-based AI-driven Mobile Application, using Material Design and iOS Design principles powered by machine learning to empower women financially.
- Agile Product Management: Prioritized features for MVP release and created roadmap for MVP.
- GTM Market Strategy: Developed and executed a comprehensive product launch strategy for a targeted market segment, including content marketing, route-to-market planning, demand generation, SEO, promotional and growth strategies, sales enablement, product pricing, and quarterly marketing budget planning to drive a successful product launch.
- Digital Product Management: Conducted market segmentation and test validation to ensure problem-solution fit, product-market fit, and business model viability.

### **Netflix | Product Growth Strategy**

October 2023

- Strategized Netflix's product growth using North Star metrics to increase mobile viewership and overall business value.
- Developed and validated a growth hypothesis through feature experimentation—resulting in a **30% increase in mobile user engagement** within the first quarter.

### **NiVO | GTM Strategy**

September 2023

- Developed and executed the go-to-market (GTM) strategy for a new gaming phone console, based on in-depth market and competitive analysis—targeting a niche segment to maximize product relevance and adoption.
- Created a comprehensive route-to-market (RTM) plan, content marketing strategy, lead generation pipeline, SEO plan, pricing model, and quarterly marketing budget—resulting in a **50% increase in brand visibility** and contributing to a **35% boost in initial product sales** within the first quarter of launch.

### **LocalEyz | Product Designer**

October 2021 - November 2021

- Led the end-to-end digital experience for a native mobile application powered by machine learning, transforming an existing web platform to enable personalized event recommendations based on user interests—resulting in a **40% increase in user engagement** and **30% boost in event RSVP conversions** within the first 3 months of launch.

## **Education**

- **ICPM | University of Houston**, International Certificate in Product Management, 2024
- **BFA | The Art Institute of Houston**, Design, 2004
- **Diploma | Nirmala Niketan**, Diploma, Interior Architect, 2004
- **BSc | St. Xavier's College**, BSc, Biochemistry, Botany, Environmental Science, 1998