

Shah Ali

UX Designer



(347) 740 - 0073



shahali.design



hello@shahali.design

Experience

PointClickCare

Remote, NY

04/2021 - Present

UX Designer

- Diving into epics & stories within 4 project teams to rethink and improve overall user experience, user interfaces and business needs of healthcare SaaS products.
- Collaborating with senior UX designers, product managers, business team and developers to ship enterprise software to satisfy user needs and reach business goals.
- Crafted 20+ data-driven visual, information and interaction designs, which helping organizations make informed decisions that drive profitability and improve care, while administrative overhead and manual work.
- Assisting building reusable components, specification and pattern documentation, maintaining design system that boosts workflows, consistency, team productivity.
- Overhauling the UI and validated it through 30+ usability testing, consolidated findings and iteratively integrate into design solutions.

CUNY Brooklyn College

Remote, NY

06/2020 - 08/2020

Digital Designer

- Increased user engagement by collaborating with user experience design team in researching to implement improvement with important information and overall vision of Brooklyn College.
- Identified user needs by conducting 30 and more interviews with stakeholders, usability testing, heuristic evaluation to generate the solution.
- Analyzed mobile app, presented findings and design recommendation to improve user experience.
- Crafted and delivered design materials to hundreds of students to celebrate graduation.

Education

Bachelor's Degree

Communication Design

01/2021

New York City College of Technology

Relevant Coursework

UI/UX Design ▪ Human-computer interaction (HCI)
Web Design ▪ Business Management

Honors & Awards

- Dean's List
- Executed a project in UX/UI won finalist of bi-annual senior project showcase

Skills

User Experience Research

Directed user-centered projects using best practice of user research and data-driven approach into product decisions and present findings to stakeholders.

Collaboration and Time management

Collaborated and verbally communicated with product team to ensure the resulting product meets deadline, goals and expectations.

Product Design

Achieved business goal by iterating wireframes, information architecture and interactive prototype for multiple projects using Figma, Agile workflow.

Visual Design

Crafted UI by following design fundamental - Typography, Color theory, White space, Visual hierarchy, Workflows, Brand guidelines, Material UI Component, Human Interface Guidelines.

Design Handoff

Proficient in HTML, CSS, JavaScript, React component, Design systems, Redline and knowledge of technical perspective of design handoff.