

# RAJ SHAH

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## EDUCATION

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User Experience Design  
General Assembly - Austin, TX

B.S. Environmental Science and  
B.A. in International Studies  
American University -  
Washington, D.C.

UX/UI Designer based in Albuquerque, NM  
(Able to Relocate)

## EXPERIENCE

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### Senior UX Designer (Contract)

#### Verizon

Remote // July 2023 - Present

- Leading design for Verizon.com's Network Status Hub network tracker for customers, the outage map experience for customer service reps, and Verizon.com's coverage map experience
- Performing visual quality assurance on front-end builds to ensure adherence to UX best practices, Verizon's design system, and visual consistency
- Proof-of-concept product design for customer-facing outage map experience that visualizes an unplanned outage's impacted area with clear boundaries
- Journey mapping surrounding customers receiving regular-interval updates during unplanned outage experiences to better orient customer communication during outages and network events
- **Tools used:** Figma, FigJam, Google Suite

### UX/UI Consultant (Self-Employed),

#### RSS Design

Remote // June 2018 - present

- Redesigned user experience of LeaveLogic, an HR SaaS solution for increased organizational adoption within existing customer accounts
- Provided design system creation, user experience research, and product design strategy consultation for Tallwave's clients in healthcare, banking, and government
- Designed data visualization, financial analytics, and design system components for a Fortune 5 retail client through Robots & Pencils
- Increased conversion rates by up to 24% for multiple cannabis brands through improved brand and visual design
- **Tools used:** Figma, Sketch, Adobe XD, Axure, InVision, Photoshop, Illustrator, Zeplin, Webflow, Axure, UserInterviews, FullStory, Pendo, Google Analytics, HotJar, Miro, Mural, HTML, CSS

### Senior Product Designer,

#### Urbint

Remote // January 2022 - December 2022

- Shipped 4 new features for the Damage Prevention/TMS product used by electric + gas utilities and telecommunications companies for increased organizational adoption
- Collaborated with engineering to add new components to the v2 design system and performed visual Quality Assurance on front-end engineering builds
- Led user research activities for the DP/TMS product  
**Tools used:** Figma, Miro, Google Suite, FullStory, Pendo

## EXPERIENCE (Continued)

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### Lead UX Designer,

### System Surveyor

Austin, TX // November 2019 - September 2020

- Design and refine user experience of responsive web apps and iOS/Android tablet apps for security system design software platform on an Agile product team of developers/CTO
- Managing all design validation and generative research activities
- Design of new features leading to 49% user growth
- Creation and maintenance of design system for software platform
- Tools used: Adobe XD, Zeplin, Illustrator, InDesign, Photoshop, Pendo

### UX Researcher,

### AIQUEOUS

Austin, TX // January 2017 - April 2018

- Refined the information architecture and conducted user research and usability testing for WaterWays, a Salesforce platform application, for water utilities in the United States
- Developed user training materials and assisted in client onboarding
- Created and updated the visual design of product marketing materials
- Wrote and executed the submission of RFP proposal documents for software implementation, resulting in signed 6-figure contracts with electric utilities in California and Washington State
- Tools used: Salesforce ISV, Illustrator, Photoshop, InDesign, Sketch