Janush Shah

Product Designer with 5 years of experience in user flows, wireframes, and prototyping. Proven track record in designing ADA-compliant, user-centric interfaces, enhancing user satisfaction, and reducing churn.

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UX Designer | August 2023 - Present

CIPIO.ai, Remote-Virginia, USA

- **Pioneered the Launch of Videofusion:** Drove the end-to-end design of an AI-powered video creation tool, streamlining content production and accelerating go-to-market timelines.
- **Architected a Scalable Design System:** Developed a robust design system now adopted across multiple CIPIO products, ensuring brand consistency and reducing design-debt across teams.
- **Accelerated SaaS Growth:** Transformed the video creator marketplace platform into a user-focused SaaS model, optimizing payment and subscription flows to increase customer acquisition by 30%.
- **Led User-Centric Research:** Conducted deep user research and iterative testing, directly contributing to increased customer satisfaction and a significant reduction in churn.

UX Designer | August 2022 - May 2023

GoTech - Center for Governance of Technology and Systems (UMD iConsultancy Capstone Project)

- **Led Product Interaction Design:** Directed the creation of intuitive user flows and wireframes for a new tech solution, prioritizing seamless user experiences.
- **Ensured ADA Compliance:** Integrated ADA-compliant design standards, making the product accessible to a wider audience and enhancing overall usability.
- **Developed High-Fidelity Prototypes:** Crafted interactive prototypes that bridged the gap between design and development, ensuring alignment and efficient execution.

Product Manager | March 2020 - June 2021

NxGn Sports Interactive Pvt. Ltd. (Twelfth Man), Ahmedabad, India

- **Drove User Growth:** Leveraged competitive analysis and feedback to deliver solutions that contributed to a 16% increase in user registrations.
- **Led User-Centric Product Design:** Managed the design and development of engaging product features, driving a 30% reduction in churn and boosting user retention.
- **Developed High-Impact Prototypes:** Created wireframes, prototypes, and animations that enhanced stakeholder understanding and guided the successful execution of key projects.

Media Executive (Design Team Lead) | May 2019 - March 2020

Minerva Punjab Football Club, Chandigarh, India

- **Redesigned Club's Digital Presence:** Led the website redesign, resulting in a 12% increase in jersey sales and improved online engagement.
- **Executed a Rebranding Campaign:** Successfully managed the rebranding transition from Minerva Punjab FC to Punjab FC, enhancing brand identity and fan loyalty.

EDUCATION

Masters in Human Computer Interaction (HCIM) | May 2023

University of Maryland, College Park, MD, USA

Bachelors of Technology in Computer Science and Engineering | May 2019

Vellore Institute of Technology, Vellore, India

TECHNICAL SKILLS

Design Tools: Figma, Adobe Photoshop, Illustrator, XD, InDesign, Premiere Pro, After Effects, InVision, Blender, Unreal Engine Blueprints and Widgets

Programming Languages: HTML, CSS, PHP, MySQL, JavaScript

Additional Skills: User Research, Prototyping, Interaction Design, Usability Testing, Agile Methodologies, Design Thinking, Human-Centered Design, Information Architecture, User Interface Design, Visual Design, Accessibility, Persona Development, User Journey Mapping, Content Management