

# POOJA SHAH

Expert Product Design leader with 10+ years of experience in Product Innovation

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## SUMMARY

Embracing an innovative mindset and driven by empathy, I discovered during my tenure as a Product Designer the importance of collaborating closely with Product teams. This collaborative approach allowed me to optimize solutions for both customers and the business. Working alongside Product Managers, I recognized my aptitude for Product Management and Innovation. With over 10 years of experience in Product Design (and a total of 20+ years as a Project Manager and Space Planner/Interior Designer), I am constantly seeking opportunities to craft innovative solutions that harmonize usability, customer satisfaction, and long-term business objectives.

## PROFESSIONAL EXPERIENCE

### Mckesson | Senior User Experience Designer | April 2022 - Present

#### Contract 360 | April 2023 to Present

**Business Value:** Created tools and features for C360 and CP that will drive significant value and risk mitigation and help save \$12 M for FY2025

**Customer Value:** Created tools and features to empower Connect customers to easily meet contractual commitments through real-time insights and nudge them towards recommended happy path for savings, effective inventory management and benefits through rebates.

**Process:** Stakeholder Interviews, User Research, Competitive Analysis, Prioritization, Concept testing, Ideation, Wireframes, A/B Testing, Product Design Roadmaps, Service Design Blue Print

- PSAS Contract Performance In Connect
- ERA Contract Supply Agreement Dashboards
- Mapper Tool
- Pin Point Community Solutions
- Select And Save
- Quick Add

#### US Oncology | April 2022- April 2023

**Business Value:** Designed a Service blue print for a Cancer Clinic for a future state that saves resources, brings in efficiency by reducing the manual work, saves processing times and aids in growth of the practice by reducing the patient dissatisfaction.

**Process:** Stakeholder Interviews, User Research, Competitive Analysis, Prioritization, Ideation, Hypothesis development, future state Roadmaps, initiative maps, Service Design Blue Print for clinical workflow.

### Institute of Product Leadership | Product Designer | Aug 2017 - Apr 2022

**Business Value:** Designed a Product from user interviews to a Demo Prototype for bringing in VC investments and roadmap the product for a future growth. Worked along the Product Teams to launch a series of products enhanced by AI and Machine Learning to add to the Edtech folio for the Institute

- Zapilio (UAssess) | Oct 2021 to Apr 2022
- Mikrolearn | June 2021 to Oct 2021
- Institute's Website

### Adaptive Extensions | User Experience Designer | Aug 2017 - Apr 2022

Value Proposition Design, User flow, Low Fidelity Wireframes, Mood boards, Palette design and delivery management for a first generation Android Apps

- Mov It
- Phone Security Alarm
- Catch Fish App
- Astro Moon Vedic Calendar

## ALSO WORKED AT

Hewlett Packard Inc. (ISS Facility Services) | Strategic Space Planner, 2017

Facebook Inc. (Hines) | Space Planner/ Project Manager, 2016 - 2017

Apple Inc. (The Argonaut US) | Project Manager/ Space Planner, 2015 - 2016

Institute of Product Leadership | Strategic Space Planner, 2017 - 2020, 2010 - 2015

II4Design | Creative Head, 2007 - 2010

Rockford Business Interiors | Project Designer, 2006

Kathy Andrew Interiors | Selections Coordinator, 2006 - 2006

Southwest Museum Services | Intern Designer, 2003 - 2004

Expo Design Center | Sales Associate, 2002 - 2003

## KEY ACHIEVEMENTS

- Revamped Inventory Management PPCS tool with visual features for efficient decision-making, saving time, aiding Mckesson Sales in onboarding new Customers.
- Crafted a strategic feature for Mckesson Connect portal, enhancing customer compliance and driving future business growth.

## PROJECTS

### SHE

- [Product Design](#)
- [Agile Product Management](#)
- [GTM Strategy](#)
- [Digital Product Management](#)

### Zippy Rides

- [Agile Product Management](#)

### NiVO

- [GTM Strategy](#)

### Netflix

- [Growth Hypothesis](#)

### LocalEyes

- [Product Design](#)

### Ridit bus app

- [Product Design](#)

### TravelBee Corporate Travel App

- [Product Design](#)

## SKILLS

[Growth Hypothesis](#) | [Agile](#) | [Storytelling](#) | [Figma](#) | [Miro](#) | [GTM Strategy](#) | [Strategic thinking](#) | [Analysis](#) | [Research](#) | [Project Management](#) | [Communication](#) | [Value Based Design](#) | [Information Architecture](#) | [Maze](#) | [Photoshop](#) | [Canva](#) | [Log Rocket](#) | [Google Analytics](#) | [Sketch](#) | [Adobe XD](#) | [Balsamiq](#) | [Service Line mapping](#) | [Customer Journeys](#) | [Team Collaboration](#)

## EDUCATION

### University of Houston

International Certification in Product Management | 2024

### Thoughtful

Bootcamp in UX/UI Design | 2021

### The Art Institute of Houston

BFA Design | 2004

### Nirmala Niketan

PGD Interior Architect | 2000

### St. Xavier's College

BSc. Biochemistry | Botany | 1998