

POOJA SHAH

9+ years of creating meaningful experiences through design for web and mobile apps

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LinkedIn

Sugar Land, TX

SUMMARY

Innovative and empathetic Product Designer with 10+ years of experience. Skilled in collaborating with Product teams to optimize customer and business solutions. Proven aptitude for Product Management and Innovation, with a total of 20+ years in Project Management and Space Planning/Interior Design. Dedicated to crafting solutions that balance usability, customer satisfaction, and business objectives.

SKILLS

Product Design Skills: User Survey, User Interviews, Customer Journey Map, Empathy map, Heuristic Analysis, Card Sorting, Sketching, Wireframing, Prototyping, Data analysis, Data driven insights, Design systems, Visual design, UI design, Mock-ups, Information architecture, A/B testing, Design Ideation, Design Iterations, Roadmaps, Prioritizations, Growth Hypothesis, Usability Testing, Strategic Planning, Market/ Competitive Analysis, Value based design, Product Led Design, Service Line Design, Design methodologies, Design Sprints, Lean UX, Visual storytelling

Soft Skills: Stakeholder Communication, Teamwork, Problem-Solving, Critical Thinking, Storytelling, Presentation, attention to detail, Multitasker, Planning, Time Management, Collaboration

Software/Tools: Figma, Sketch, InVision, UsabilityHub, Adobe Suite, Google Suit, Maze, Photoshop, Illustrator, Log Rocket, Google Analytics, EnjoyHQ, Userzoom

PROFESSIONAL EXPERIENCE

McKesson | Senior User Experience Designer | April 2022 - Present

Contract 360 | April 2023 to Present

- Led UX design decisions and stakeholder interviews for McKesson's B2B applications, including Contract Analytics, Supply Agreement dashboards, Select and Save, PPCS Inventory Management, and Quick Add.
- Helped McKesson save \$12M for FY2025, enhance customer compliance, and drive future business growth.
- Crafted a roadmap and designed a service blueprint for scalable growth, leveraging McKesson's design system with machine learning and generative AI recommendations.
- Collaborated with Agile teams of product managers and developers to create Figma prototypes based on user-driven data insights, optimizing the customer buying experience.
- Mentored junior designers and led the UX/UI design for the PPCS Inventory Management tool, improving decision-making efficiency and supporting McKesson sales in onboarding new customers.
- Created and maintained design documentation, style guides, and UI component libraries within Figma.

US Oncology | April 2022- April 2023

- Conducted qualitative/quantitative user research and design workshops with clinics across the USA to define ideal patient and business processes.
- Analyzed data to identify improvement areas, streamline operations, and address pain points.
- Enhanced patient and staff experience by creating a new check-in process using ChatBot, mobile application, and continuous feedback systems.
- Improved patient retention rate by 25% by reducing staff turnover and enhancing patient satisfaction.

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

- Led and crafted product design from conception to implementation, securing \$1M in seed VC investment.
- Conducted user research and design ideation workshops to roadmap future growth.
- Collaborated with Agile teams, stakeholders, developers, and customers to launch Edtech products (UAssess/Zaplio and Mikrolearn) enhanced by Generative AI and Machine Learning.

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

- 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
- Crafted native mobile applications Mov It, Phone Security Alarm, Catch Fish App, Moon Vedic Calendar
- Astro Moon Vedic Calendar

PROJECTS

SHE

A mobile first fintech app

- Product Design
- Agile Product Management
- GTM Strategy
- Digital Product Management

Zippy Rides

A mobile first car pooling app

- Agile Product Management

NiVO

Marketing strategy for a gaming phone launch

- GTM Strategy

Netflix

Hypothesis validation to increase the viewing hours on a mobile phone

- Growth Hypothesis

LocalEyes

Revamping of a B2C Events web app to a mobile app

- Product Design

Ridit bus app

A mobile first app for daily bus commuters

- Product Design

TravelBee Corporate Travel App

A mobile corporate travel app

- Product Design

ALSO WORKED AT

Hewlett Packard Inc

Strategic Space Planner | 2017

Facebook Inc. (Hines)

Space Planner/ Project Manager | 2016 - 2017

Apple Inc. (The Argonaut US)

Project Manager/ Space Planner | 2015 - 2016

EDUCATION

University of Houston

International Certification in Product Management | 2024

Thinkful

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