

Darshi Shah

Product Designer

Portfolio <https://www.darshidesigns.com/>
LinkedIn www.linkedin.com/in/darshishah23
Contact +1 (415) 314 7650 • darshi495@gmail.com

EDUCATION

Master of Science in Human-Computer Interaction (GPA 4.0) • 2023 - 2025 • Georgia Tech, Atlanta, USA

Master of Arts in Counselling Psychology (CGPA 9.93) • 2020 - 2022 • Modern College, Pune, India

Bachelor of Arts in Psychology • 2017 - 2020 • Modern College, Pune, India

INDUSTRY EXPERIENCE

AI Product Designer - Financial Services Innovation Lab, Georgia Tech • June 2025 - Present

- Designed and built an AI-powered benchmarking dashboard to inform bank pricing strategy, using vibe coding and prompt engineering in v0 software.
- Led 5+ user interviews and facilitated a workshop with stakeholders to define requirements for the project.

UX Designer - Hinge Health • Sponsored Project • Aug 2024 - May 2025 • Outstanding HCI Project Award

- Designed an AI feature for Hinge Health's physical therapy app, integrating menstrual data to deliver personalized pain management exercises, replacing manual therapist input for 1M+ users and reducing operational costs.
- Conducted 28+ expert and user interviews, surveys, and literature reviews, and mapped user journeys to inform design decisions and validate usability.

UX and Accessibility Intern - American Foundation for the Blind • May 2024 - Aug 2024

- Developed a design strategy for AFB's new learning portal by conducting competitive analysis, creating user personas, and designing user flows to educate potential donors on accessibility and boost fundraising.
- Performed accessibility testing on B2C products to recommend WCAG-compliant improvements.

UX Designer - Pugmarker Solutions Pvt. Ltd • Mar 2023 - Jun 2023

- Designed an audition app and responsive website for actors by conducting extensive competitive analysis and market research for a renowned movie director to support digital auditions and reduce in-person costs.
- Revamped the design strategy of a restaurant app by integrating gamification for increased user engagement and higher profits. Enhanced UX by leveraging user feedback from contextual interviews and usability tests.

ACADEMIC AND LEADERSHIP EXPERIENCE

Graduate Research Assistant - Social Dynamics and Well-being Lab, Georgia Tech • Sep 2023 - May 2025

- Published paper on Risks of GenAI (CSCW '25); used mixed-methods research and moderated six focus groups.
- Co-led a longitudinal study on how LLM vs human-generated content shapes perceptions on Opioid Use Disorder.

Graduate Teaching Assistant - Psychological Research Methods for HCI • Aug 2024 - Dec 2024

- Delivered lectures and led 56 graduate students on semester-long UX design projects, facilitated hands-on class activities, and supported course administration, including grading and overall course management.

Media team Lead for LinkedIn - MS HCI Program, Georgia Tech • Aug 2024 - May 2025

- Led HCI's LinkedIn team of four students to boost impressions by 50% and reactions by 72% with weekly content.

SKILLS

AI Skills • Prompt Engineering, Vibe Coding, Agent Experience (AX) Design, Conversational UX Design, HAI Interaction

AI Tools • Figma Make, Cursor, v0 by Vercel, Lovable, Langflow, Replit, Bolt, Midjourney, Claude.ai, Framer, Webflow

Design • Design strategy, Interaction design, Service design, Wireframing, Prototyping, Visual design, IA

Design Tools • Figma, Tableau, Adobe XD, Illustrator, Photoshop, UserTesting, User Interviews, Optimal Workshop, Miro, Lucid, Theydo, Dedoose, Qualtrics, Procreate, Microsoft Suite, Prolific, Condens, Dovetail

Research • User interviews, Task analysis, Diary studies, Cognitive walkthroughs, Usability testing, Competitive analysis, Heuristic evaluation, Persona building, Contextual inquiry, Journey mapping, Storyboards, Affinity maps

Soft skills • Collaboration, Communication, Critical thinking, Adaptability, Storytelling and Presentation