

Darshi Shah

Product Designer

Portfolio <https://www.darshidesigns.com/>
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Product Designer with a background in **Psychology and HCI (Georgia Tech, 4.0)**. I design **AI-powered products** in **Fintech and Healthcare**, grounded in rigorous research. Published on Human-AI interaction in **CSCW & Nature** journal with 2.5k+ reads. Nominated for **UXDA** and **iF Design awards** & winner of **Outstanding MS-HCI Capstone Award**.

EDUCATION

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

Master of Arts in Counseling 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 • June 2025 - Present

- Led 0→1 design of an **AI-powered benchmarking dashboard** from research concept to market, helping small banks and credit unions evaluate pricing strategy ~40% faster.
- Conducted **10+ user interviews and a stakeholder workshop** to shape product requirements and feature priorities from discovery through delivery.
- Built a **design system** in Figma and published it in **Storybook**, reducing design-to-dev handoff time by 30%. Leveraged Claude Code and prompt engineering to accelerate delivery.

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

- Designed an **AI-powered feature** for Hinge Health's **physical therapy app** (1M+ users) that integrates menstrual cycle data to deliver personalized pain-management exercises, replacing manual therapist input and reducing operational costs. Won **Outstanding MS HCI Capstone** and nominated for **UXDA and iF design awards**.
- Ran **end-to-end research across 5 methods with 28+ participants** (surveys, interviews, expert walkthroughs, concept testing, usability studies) that drove a critical design pivot, shaping the final product direction.

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

- Developed a **design strategy and UI** for AFB's **learning portal** through competitive analysis, user personas, and user flows - educating donors on accessibility and driving a projected 20% increase in donor engagement.
- Ran **accessibility audits** on multiple **B2C products** and implemented **WCAG-compliant improvements**. Created an accessibility framework for e-commerce design teams, potentially reducing accessibility issues by 50%.

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

- Designed an **audition app and responsive website** for a renowned movie director, conducting competitive analysis and market research to support digital auditions, reducing in-person audition costs by ~30%.
- Redesigned a **restaurant app with gamification features**, increasing user engagement by 15% and improving retention metrics by leveraging user feedback from contextual interviews and usability tests.
- A/B tested **subscription flows** for an Ayurveda app, driving a 4% increase in annual over monthly subscriptions.

PUBLICATIONS

CSCW 2025 • 450+ downloads • A Risk Taxonomy and Reflection Tool for LLM Adoption in Public Health

Nature Journals • 2.5k+ reads • Exposure to Content Written by LLMs Can Reduce Stigma Around Opioid Use Disorder

Georgia Tech Publication • Integrating Menstrual Health Support into Hinge Health's Physical Therapy App

SKILLS

AI • Claude Code, Cursor, v0, Lovable, Figma Make, Replit, Bolt, Webflow, Prompt Engineering, Conversational UX
Design • Figma, Tableau, Adobe suite, UserTesting, Optimal Workshop, Miro, Lucid, Theydo, Dedoose, Qualtrics, Procreate, Microsoft Suite, Condens, Dovetail, Interaction design, Service design, Wireframing, Prototyping, Visual design
Research • User interviews, Task analysis, Diary studies, Cognitive walkthroughs, Usability testing, Competitive analysis, Heuristic evaluation, Persona building, Contextual inquiry, Journey mapping, Storyboards, Affinity maps, A/B Testing