



Payal Shah's resume

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Design Experience :

IBM

User Experience Designer
October 2022 - Present

- Designed IBM Rhapsody Systems Engineering (0→1) from concept to GA in 14 months, validated at INCOSE 2024 with packed-room demos and DoD interest. First-to-market with SysML v2 standard support
- Transformed IBM Sterling B2B platform onboarding experience, reducing time from 15 days to 2 days (85% reduction) and activating 2,400+ trading partners with 90% fewer security incidents. Earned Outstanding Technical Achievement Award
- Redesigned IBM User Insights Hub achieving 45% faster research discovery and 32% reduction in time to find insights, enabling 2x more efficient decisions
- Contributed 60+ canvas controls, diagramming elements, and interaction patterns to IBM Carbon Design System, accelerating development across IBM's product ecosystem

LV Prasad Eye Institute

Product & Game Design Intern
March 2022 - September 2022

- Led Phase 2 redesign of Fittle, world's first 3D-printed Braille puzzle for visually impaired children. Conducted ethnographic research at schools for the blind. Ran 2 pilot studies with children across vision levels
- Achieved 100% repeat play engagement; prepared for distribution across 176+ centers serving 22M visually impaired

Next Education

UX & Visual Design Intern
December 2017 - June 2018

- Designed & developed a design system with UI style guides to transform traditional print materials into interactive & responsive ebooks. This ensured visual and interaction scalability, enhancing user engagement and satisfaction.

Freelancing

Graphic Design & Illustrations
January 2016 - June 2018

Contact :

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Education :

Woxen University

Bachelor of Design
Product & Industrial Design
2018 - 2022

Villa Marie Degree College

High School
Maths, Economics, Commerce
2015 - 2017

Talks & Presentations

UX INDIA Conference

Ted-like talk
2025

Woxsen University

Process showcase
2022

Languages :

English

Hindi

Telugu

Gujarati

Kannada

Kutchi

Marathi



Patents :

Patent no. 202241007397
Issued January 2024
**Mechanical Liquid Applicator
for Dispensing or Application
of Viscous Liquids**

A handheld mechanically actuated device that dispenses thick viscous liquids with regulated flow and precision. Has potential applications in fields of confectionery, traditional arts on the grass root level, and in any process that requires precision injection-based apparatuses.

Mentoring

Design coach | 2025
IBM Patterns Design Academy (Incubator)

Career coach | 2024
IBM Accelerate Program

Design Thinking coach | 2023
IBM Developer Jumpstart

Awards :

IBM | November 2024
**Sustainability Software Design:
Team Social Glue Award**

Team Social Glue Award for playing a key role in organizing team-building activities, celebrations and social events, promoting a sense of belonging and connection among team members.

IBM | November 2023
**Outstanding Technical
Achievement Award (OTAA)**

OTTA award for technical leadership and innovative contributions in engineering and programming areas of the product.

IBM | September 2023
**Sustainability Software Design
Champion Award**

IBM Sustainability Software Design Champion Award for demonstrating innovation, collaboration, technical and product domain excellence by quickly learning a new domain, building credibility with stakeholders, and establishing team norms in order to successfully deliver the designs for a brand new product.

Certifications :

 IBM | March 2024
Enterprise design thinking coach

 IBM | August 2023
Enterprise Design Thinking Co-creator

 IBM | July 2023
Enterprise Design Thinking Practioner

 IBM | July 2023
Advanced Accessibility

 IBM | May 2023
Growth Behaviors

 NSDC | July 2018
**C-Tech Certificate in Graphic Design
& Communication Design**