

# SAMIR SHAH

## Design & User Experience

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### OVERVIEW

Result-oriented, user-centered design leader with 14+ years experience in Product, UX and front end development technologies. Proven track record of shipping innovative digital products within the media and tech industry

### EXPERIENCE

#### **NBC Universal** | Senior Manager, Product Design

New York, NY, April 2014 - Current

Built and manage an in-house and offshore team of user experience and product designers

Lead, own and manage the user experience for iOS, Android, Web, Streaming Video and wearable platforms across all 32 NBC and Telemundo owned stations

Translate the business product goals & requirements into cutting edge design concepts, complex, visually appealing, highly usable and intuitive user experiences

Work directly with product team on the product roadmap, requirement gathering, stakeholder management and analysis of qualitative and quantitative data to justify design decisions

Modernized the UX workflow within the product team through the introduction of iterative designs and agile methodologies

Collect user feedback to prioritize feature enhancements and based on the highest business value and usability implications

Act as key liaison with the editorial, product and technology teams

Develop wireframes, mockups, site maps, user flows, functional prototypes, detailed specifications and collaborate with front end developers to create flawless code derived from designs

Conduct multivariate testing, facilitate usability labs, and clearly communicate suggested improvements that increase engagement rates of digital products

Develop a design system which includes branding, style guidelines and UI pattern libraries to maintain consistency for all platforms

Nominated by Executive Management to participate in the highly selective NBC Universal Leadership Program

#### **Bed Bath & Beyond** | Senior Interactive Architect

Union, NJ, May 2013 – April 2014

Design the UX from concept through production for web and mobile sites

Create High-Fidelity prototypes to communicate design and new features

Develop design pattern library, application prototypes, design documentation, style guides and architecture recommendations using HTML, CSS and jQuery

Run usability tests to determine if features have met business & usability objectives

#### **Dow Jones & Company** | Senior Interactive Designer

Princeton, NJ, January 2006 - May 2013

Designed and developed web/mobile sites, campaigns and interactive elements for Dow Jones, The Wall Street Journal, MarketWatch and Factiva including the company's corporate website

Worked closely with Product and Marketing managers to understand and develop relevant UI requirements, which contributed, to launching successful web related campaigns

Supported the UI/UX for the Wall Street Journal Digital Network

Collaborated with product to develop first Dow Jones enterprise iPad app, Factiva for iPad

Developed style guides and functional requirements to maintain coding and design consistency throughout the enterprise

### EDUCATION

**New York Institute of Technology** | M.A. Communications / Computer Graphics concentration

**Seton Hall University** | B.A. Communication / Minor in Computer Science / Certification in Computer Graphics

### SKILLS & SOFTWARE

Sketch, InVision Studio, Principal, Adobe XD  
HTML, CSS, RWD, JS