DISHA SHAH
Product Designer

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Mumbai/Kolkata, India

PROFESSIONAL SUMMARY

Product designer with experience across 15+ countries, passionate about enabling impact-driven transformation in the B2B enterprise spaces. I specialize in translating research into market-validated products & services through a blend of research, CX, and business strategy. My work thrives at the intersection of inclusivity, systems thinking, and global collaboration.

SKILLS

| PROFESSIONAL

User Research & Usability Testing

Customer Experience (CX) Design

Go-to-Market (GTM) Planning

Product & Service Innovation

Design System Management

| TECHNICAL

Adobe Illustrator
InDesign

Figma
Framer
Webflow

EDUCATION

| STRATEGIC DESIGN AND MANAGEMENT

ISDI Parsons, Mumbai (2017 - 2021)

| BACHELOR OF ARTS

Mumbai University, (2017 - 2021)

WORK EXPERIENCE

Freelancer - Web & Product Designer

Independent Freelancer | May 2025 – Current

- ○ Working as a product design freelancer for AI startups at -1 to 0 to 1 stages backed by Y-Combinator, EU and Forbes 50 companies.
- ○ Web Designer (Figma + Framer) for AI/SaaS startups

Customer Experience Design - Analyst

Deloitte Digital Studios (Deloitte USI), Mumbai | June 2022 – March 2025

- **User Research & Product Design**
  - ○ Led research for enterprise AI tools (Pfizer, Abbvie), applying discovery frameworks to inform GenAI knowledge mining and healthcare product strategy in clinical development space.
  - ○ Conducted multi-market UX benchmarking for 30+ U.S. government digital platforms, enabling high-impact portal redesigns.
  - ○ Crafted experience & system maps, QA audits and discovery research GenAI POC proofs to drive product decisions.
  - ○ Designed 1 MVP and 5 PoCs for these clients in the Knowledge Mining and Supply Chain and Manufacturing Ops space in LSHC. Also built 3 GenAI MVPs & PoCs for the Government Portals
- **Design Systems & Low-Code Platforms**
  - ○ Built the **GovConnect Design System (GCDS)** supporting federal teams using React, Angular, Vue, and Salesforce. This design system is used across portals in 23 US states today.
  - ○ Co-created **Kreator**, a no-code builder enabling internal teams to customize Salesforce experiences at scale.
  - ○ Developed research-backed reusable patterns to standardize interfaces across multi-agency platforms.
- **Leadership & Inclusion**

- Since January 2023, awarded 6+ times (1 Outstanding Performance Award, 3 Applause Awards, 2 Spot Awards), given additional 2 rewards; speaker at DEI and L&D forums with 200+ folks.
- Presented insights to senior clients and PPMDs, enhancing CX visibility across multiple accounts.

WORK EXPERIENCE

Business Development & Growth Lead

Praan, Remote (Mumbai) | June 2020 – November 2021

- Led B2B and B2G user research across 7 industries in India and Southeast Asia for a hardware AI air-purification startup.
- Translated insights into a strategic GTM plan, acquiring pilots from multi-billion dollar corporations.
- Contributed to product UX, stakeholder mapping, and value-based brand communications.

Innovator - UX Researcher & GTM Strategy

TCS Foundation – DISQ Accelerator, Remote (Nasik) | Jan 2021 – May 2021

- Designed a user research plan and stakeholder engagement roadmap for an accessibility startup.
- Facilitated ecosystem building and reduced business risk through inclusive design and community testing.

Freelancer - Brand & GTM Strategy Consultant

Multiple Firms, Remote (Global) | September 2019 – January 2021

- Worked on brand strategy and identity design and business development/go-to-market advisory for healthcare, skincare, nutrition, and B2B sustainability startups mostly across India, UAE, USA, and Australia.

User Research & Business Development Intern

M.I.C.E Labs (A Govt of Maharashtra & Malpani Ventures Initiative), Sir J.J. Hospital, Mumbai | January 2020 – June 2020

- Created a GTM and organizational model for relaunching the Startup in Crisis program, impacting 400+ users across 60+ institutions.
- Conducted user interviews with grassroots medical institutions to align service design to real-world needs.

User Research & Design Intern

Larsen & Toubro Infotech (Now LTI Mindtree), Mumbai | June 2019 – July 2019

- Conducted user research and heuristic analysis to support the redesign of internal enterprise dashboards.
- Collaborated with cross-functional teams to evaluate usability issues and propose design improvements.
- Assisted in preparing wireframes and process flows to visualize user journeys for complex IT service platforms.

 (Earlier roles as an intern with Think Design, United Nations, Access for ALL, Trigon Digital are available on request.)