Mehul Shah

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Experience

Tesla Inc | Sr. UX Designer

Feb 2022 - Present, Bellevue, WA

- Led the design initiatives for the sales and delivery platforms at Tesla, collaborating closely with cross-functional teams including Design Director, Senior Staff Designers, **Chief Design Officer** Franz von Holzhausen, Product Directors, Engineers, and Developers.
- Played a pivotal role in streamlining Tesla's delivery operations with user centric design, significantly enhancing delivery volumes and operational efficiency. Designs facilitated 1,808,581 Tesla deliveries in 2023 and 386,810 Tesla deliveries in Q1 2024, enhancing efficiency and customer satisfaction.
- Spearheaded the redesign of Tesla's sales platform, prioritizing user experience, by implementing intuitive UX strategies tailored to user needs and preferences, which generated 3,551,031 sales opportunities for vehicles in North America in 2023 and achieved a 20% increase in conversion from sales to order globally.

Microsoft (Surface) | UX Designer *(via Zensa)*

Sep 2020 - Feb 2022, Redmond, WA

- Led and ideated products (Surface Duo, v-next and other Product lines) from scratch and improved features, all with a user-centered design process.
- Collaborated with Product Manager, Principle Development Manager, Senior Android Developers, UX researcher and designers across Surface org to design and expanded the experience for 3P app developers creating apps for large screen foldable devices.
- Created Figma Design System Kit for Microsoft Design and grew to 175,000 designers adopting, supporting 1P and 3P stakeholders for creating dual-screen android experiences. Work featured at **THE VERGE and TIME Magazine.**
- Communicated and influenced product design strategy to the leadership team.

Aspire Systems | Software Analyst

Jun 2017 - Jul 2019, Chennai, India

- Led redesign of personal banking and internal dashboard for the web and mobile interface of Judo Bank, an Australian based SME Bank. Designs impacted 35,000 users.
- Shipped web analytics (HTML, CSS, Javascript, Adobe and Decibel Analytics) to improve customer engagement by 60% across all insurance line products with Direct Line Group.
- Collaborated cross-functionally with a team of 5+ Product Managers, and 15+ Engineers while advocating for customer needs.
- Created user flows, wireframes, UI mockups, and high-fidelity prototypes (Figma, Adobe XD, HTML, CSS) to communicate design concepts and persuade key stakeholders.

Projects

Infinite Transit | UX Designer

Sep 2019 - Dec 2019, University of Washington, Seattle

- Led inclusive design, built style guide and produced design artifacts such as scenarios, paper prototypes, flows, information architecture diagrams, sketches, wireframes, and high-fidelity mockups. (Adobe Photoshop, Ai, XD, Sketch, and Figma)
- Created motion design prototypes for location and map-based application. (Figma & Figmotion)

Education

University of Washington

Masters in Human-Computer Interaction + Design, Seattle, WA

Sep 2019 - Aug 2020, GPA - 3.82/4

Anna University

Bachelors in Computer Science and Engineering, Chennai, India

July 2013 - April 2017, GPA - 3.75/4

Skills

Prototyping

Wireframing

Interaction Design

Participatory Design

Bodystorming

Usability Testing

Semi-structured Interviews

A/B Testing

Affinity Mapping

Tools

Sketch

Figma

Adobe Suite (XD,PS,Pr,Id,Ai)

Zeplin

Apple Reality Composer Kit

Unreal Engine

Fusion 360

Blender

Arduino, Raspberry Pi

HTML/CSS/Javascript

C++, Java

CRM Dashboards