Isha Shah

Senior Product Designer

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Experience

Senior Product Designer
Nov 2024 - Present
The Globe and Mail
Toronto, Ontario

- Led end-to-end design of AI-powered search and agentic experiences, simplifying complex model behaviours and multi-step workflows
- Built an AI-powered prototyping playground, integrating Figma, Storybook, and production code through Supernova and MCP, reducing prototyping time by **40%**
- Led user research and usability testing to validate AI interactions, user trust, and product decisions, including **20 moderated sessions**
- Defined scalable interaction patterns and design specifications, improving design consistency and reducing development rework by **25%**
- Partnered with product, engineering, and data science teams to shape product strategy, MVP scope, and technical trade-offs

Founding Designer
Jan 2024 – Dec 2024
Aequify
Toronto, Ontario

- Applied system thinking and information architecture to simplify complex financial workflows across net worth, multi-currency accounts, assets, liabilities, and tax obligations
- Owned end-to-end design of the product's first release, partnering with founders and engineers to balance user needs, technical constraints, and product priorities.
- Developed scalable Figma components, variants, and reusable design patterns to improve consistency across product experiences and support efficient design-to-development handoff
- Turned research with immigrant users into product decisions that improved clarity, trust, and confidence

UX Design Strategist
May 2022 – Dec 2023
The Home Depot
Toronto, Ontario

- Delivered 8+ cross-platform initiatives across app, mobile web, and desktop, partnering with product, engineering, research, and business teams from discovery through delivery
- Defined UX strategy and facilitated design sprints, translating complex customer and business needs into validated product solutions
- Led accessibility initiative to bring key digital experiences into WCAG 2.0 AA compliance, coordinating internal teams and external vendors

UX Designer
Jan 2021 – Apr 2022
Muide
Waterloo, Ontario

- Created personas, journey maps, and wireframes to translate user needs and business goals into clear product experiences
- Partnered with product, engineering, and business teams to define research objectives and plan studies that informed product decisions
- Designed and validated product flows from early concepts through high-fidelity prototypes

Skills

Product Design

End-to-End Product Design, Product Strategy, System Thinking, Interaction Design, Information Architecture, Design Systems, Complex Workflows, Responsive Design, Accessibility

AI & Technical Design

AI Product Design, Human-AI Interaction, Conversational Interfaces, AI Trust and Transparency, Rapid Prototyping, Technical Scoping, Design-to-Code Workflows

Research & Collaboration

User Research, Usability Testing, Data Informed Design, Research Synthesis, Cross-functional Collaboration, Stakeholder Alignment, Design Sprints

Tools

Figma, Claude, Claude Code, OpenDesign, Cursor, Framer, Miro, Axure, FigJam

Education

University of Waterloo

Bachelor of Arts, Major in Psychology with Research Intensive Specialization
2018 – 2021 | Waterloo, Ontario

Brainstation

User Experience Design
2022 | Toronto, Ontario

Google

UX Design Certification
2022 | Remote, Ontario

Projects

UX Designer, Reality Drop VR
Designed RealityDrop.ca end-to-end, delivering a cohesive and intuitive user experience

UX Designer, SRMD
Redesigned SRMD.org's events page, improving navigation and increasing engagement 30%