

Aarohi Shah

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Senior User Experience Designer with extensive experience creating intuitive, data-rich, and scalable digital products for enterprise and cloud-based platforms. Skilled in leading end-to-end design processes, from research and strategy through prototyping, testing, and delivery to craft experiences that balance user needs with business goals. Adept at collaborating across cross-functional teams, managing complex stakeholder requirements, and driving measurable improvements in usability, adoption, and customer satisfaction. Combines strong visual design sensibility with deep expertise in interaction design, accessibility, and modern design systems.

PROFESSIONAL EXPERIENCE

Quickbase

Senior UX Designer | 2022 - 2025

Interaction Designer | 2020 - 2022

- UX designer for leading low-code platform used by 6,000+ organizations and over 500,000 users, enabling rapid development and deployment of custom cloud applications through drag-and-drop design, pre-built components, and configurable templates, empowering users to build powerful solutions without deep coding expertise.
- Designed and delivered 15+ high-impact product features, directly influencing user engagement, retention, and platform adoption metrics.
- Key projects:
 - **Spreadsheet-Style Table Editing** - Redefined Quickbase's core data table experience (cell states, inline editing, interactions); achieved 70% adoption of the new interface within 6 months of launch.
 - **Dynamic Report Settings Panel** - Created a context-aware configuration panel that allows users to view report changes in real-time based on setting manipulation and easily navigate between settings sections, which drove 60% higher adoption rate versus legacy settings page.
 - **Plugins and Templates Marketplace** - designed an in-product marketplace of reusable assets for building Quickbase apps, leading to reduction in app building time by 50% and attracting thousands of users within the first 6 months.
 - **In-product Marketing Integrations** - included subtle UX integrations and information within the product promoting advanced capabilities, which led to double-digit growth of subscription upgrades and improved customer retention.
- Partnered cross-functionally with content designers, product managers, and software developers across 3-5 scrum teams simultaneously, balancing fast-paced product strategy, usability standards, and technical constraints to drive seamless user experiences.
- Championed human-centered design methodologies, leveraging user research, journey mapping, wireframing, rapid prototyping, detailed specifications, peer critiques, and usability testing to create intuitive, high-impact solutions, which resulted in reduced rework cycles and faster decision turnaround.

Rocket Software

UX Designer | 2019 - 2020

- Designed for a global enterprise software leader in analytics, and created modernized solutions across IBM Z, IBM Power, and multi-platform environments.

- Designed modern UI components for Zowe Virtual Desktop, an open-source IBM z OS project, ensuring full compliance with existing UI standards.
- Reimagined login, onboarding and related workflows, improving task completion time by 35% and enhancing user satisfaction.
- Collaborated closely with developers to prioritize and streamline the design-to-build process, incorporate user feedback, and reducing turnaround time on critical features by 15%.

Commonwealth Financial Network

UX Design Co-op | 2018

- Supported UX design and optimization for internal and client-facing digital platforms serving 17,000+ financial advisors and their clients.
- Conducted user research, built wireframes and prototypes, and collaborated with developers to modernize legacy interfaces, improving navigation efficiency and overall usability.
- Ensured consistent visual identity and accessibility compliance across redesigned components.

EDUCATION

Bentley University

Master of Business Administration | 2022

Northeastern University

Bachelor of Science: Psychology; Minor: Computer Science, Interaction Design | 2019

CERTIFICATIONS

UX Design Certification - Springboard E-Learning

AI for Designers - Interaction Design Foundation

Intermediate to Advanced: Professional Figma UI / UX Design - Coursera / Skillshare

CORE COMPETENCIES

Collaborative Partner, Cross-Functional Teams, Ideation & Workflows, Interaction Design, Personas, Prototyping, Storyboarding, Usability Testing, User Research, Visual Design, Wireframing

TOOLS

Figma, Axure, Balsamiq, Zeroheight, Dovetail, Uizard, Sketch, XD, Lightroom, Photoshop