



ISHITA SHAH

Product Designer / UI Designer / User Experience Designer

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EXPERIENCE

Twilio // Staff Product Designer

Dec 2019 - Feb 2023, Remote

- Implemented design strategies for Twilio's two business units, IoT and Super Networks, which comprise five products.
- Execute design through all stages of Product life-cycle; discovery, research, ideation, deployment, and production .
- Collaborated with design, product and engineering teams in agile environment, to define and influence product roadmaps, to solve the most important customer problems effectively and efficiently.
- Lead Design Critiques that ensure consistency across Twilio products and raise its standards.
- Mentored junior Designers, offering constructive, and motivating guidance that helps improve skills and work outcome.
- As a member of the Design System committee, I actively participated in shaping design patterns and evaluating their effectiveness in weekly reviews.

Twilio projects:

- **Programmable Asset Tracker (launch zero to one):** Designed Programmable Asset Tracker's first market launch cloud dashboard UI for a private beta release, which garnered 68 prospect customer signups.
- **Super SIM (improved existing feature):** Designed Super SIM insights feature for existing customers to analyze usage data, predict anomalies, and aid in making informed business decisions, reducing feature specific support tickets to zero and addressing feature request gaps.
- **Super Networks VPN connection (new feature launch):** Designed and streamlined VPN self-serve onboarding for new users, reducing onboarding time from 10 to 2 days by eliminating manual intervention.

Electric Imp (acquired by Twilio) // Lead Designer

Sep 2015 - Dec 2019, Mountain View, CA

- As the only designer in the company, I integrated a user-centered design process as a critical component of application development.
- Redesigned Electric Imp's Web Application Portal impCentral and BlinkUp Mobile application, conducting user research and competitive analysis to determine user requirements and product features.

iPass (acquired by Syntegra) // Sr. Product Designer

Mar 2009 - Jun 2015, Redwood city, CA

- As the sole designer for the company, I played a key role in developing a comprehensive rebranding strategy for the iPass connectivity mobile and desktop applications across all platforms (iOS, Android, Windows RT, Windows & MAC desktop).

PayPal // Web Developer & UI Designer

Nov 2005 - Nov 2008, San Jose, CA

- Developed and maintained Instant Payment Notification (IPN) History Pages, PayPal Virtual Terminal 1.5, and PayPal Pro Product pages on paypal.com.

VeriSign Merchant solution (acquired by PayPal) // UI (Usability) Engineer

2000 - 2005, Mountain View, CA

- Conceptualized and redesigned the VeriSign Payments Merchant web portal that significantly contributed to the product's acquisition.

EDUCATION

Computer Science, BS

San Jose State University

TOOLS

Figma / Figjam / Sketch

Invision, Flinto, Adobe

SKILLS

Wireframe + Prototyping

Research, Usability testing