

Preeti Kantil Shah

SUMMARY

Product Designer with 6+ years of experience solving complex product problems across enterprise SaaS and consumer products. I work across the full product lifecycle, turning ambiguous problems into clear product direction, intuitive experiences and scalable design solutions. I've led a 0→1 product and platform redesigns across web and mobile. Recent work includes enterprise learning, wealth management (fintech) and AI-enabled products.

LinkedIn:

[linkedin.com/in/preeti25](https://www.linkedin.com/in/preeti25)

Portfolio:

<https://preetyux.work/>

EXPERIENCE

Absorb LMS, Senior Product Designer

Apr 2024 - Feb 2026 | Canada (remote)

Enterprise SaaS LMS serving 3,500+ organizations and millions of learners globally.

- Redesigned complex, operational workflows involving scheduling, resource management and multi-step journeys, reducing administrative burden and errors.
- Increased course continuation rates by 14% by redesigning the learner Dashboard, shifting the product from transactional to deeply personalized experience.
- Boosted mobile user adoption by 21% and push notification opt-ins by 29% through end-to-end iOS, Android feature design.
- Defined experience strategy across core learner workflows, aligning navigation, content hierarchy and interaction patterns across web and mobile.
- Cut research time-to-insight via a centralized UX research repository, improving discoverability for product and design teams.
- Shaped the product roadmap by conceptualizing AI-powered capabilities: intelligent assistance, personalized recommendations and proactive guidance.

Manulife Financial, Experience Designer

Jan 2022 - Jan 2024 | Toronto, Canada (hybrid)

Retirement, investment & wealth platforms serving millions of members and large advisor networks across North America.

- Simplified complex workflows across retirement and financial planning experiences tailored to distinct user groups (members, advisors, investors), improving usability, customer satisfaction and driving system-level consistency.
- Achieved a 27% increase in task success rate redesigning portfolio management workflow for advisors by removing friction and introducing smarter defaults.
- Standardized Power BI reporting templates for 4+ internal teams, improving data clarity and reducing time spent verifying dashboards.
- Designed, standardized and documented reusable multi-product components enabling shared patterns that improved consistency across web and mobile, Contributed to token architecture and naming system that reduced design debt.
- Synthesized Medallia analytics and user feedback to direct design efforts toward high-friction, high-usage workflows with greatest business impact.

Omnee Technologies Corp., Lead UX Designer (Solo / 0 → 1)

Apr 2021 - Jan 2022 | Canada (hybrid)

PropTech startup connecting homeowners and contractors across west Canada & the US.

- Sole designer owning end-to-end UX across homeowner app, contractor app and internal admin portal from 0→1, crafting intuitive and engaging experiences that garnered user acclaim and loyalty.
- Increased task success rates by 30% and cut support tickets by 18% through research-led design (diary studies, card sorting, 10+ user interviews).

- Improved user satisfaction scores by 23% and established a modular design system for iOS and Android experiences, unifying brand, language and UI patterns across devices.

ADDITIONAL EXPERIENCE

Innosoft Canada Inc., *UX Designer*

2020 | Canada (remote)

Revamped a multi-surface university recreation platform; optimised reservation and checkout journeys through research and usability testing, driving measurable gains in task success, participation and satisfaction.

Intertek Alchemy (Wisetail), *Product Designer (contract)*

2019 | Toronto, Canada

Elevated the experience for enterprise clients including Tim Hortons and Burger King by optimizing navigation, task efficiency and end-to-end user journeys. Redesigned key modules and collaborated cross-functionally, directly influencing a major platform release and boosting engagement. Led the creation of a scalable design system, streamlining developer workflows and ensuring consistent, high-quality UI across the platform.

Fintech Growth Syndicate, *Graphic & UI Designer*

2019 | Toronto, Canada

Developed and enforced a cohesive visual identity across print and digital platforms, strengthening brand consistency and communication. Designed marketing assets that increased engagement across social and email channels. Designed for a financial data platform (DBaaS), delivering intuitive dashboards and workflows for financial researchers and executives, improving usability, data accessibility and decision-making efficiency.

Apex Informatics, *Web & Graphics Designer (freelance)*

2017 | Chennai, India.

Designed mobile and web experiences for a startup based in the US, a B2B platform used by enterprises and employees to manage secure building access and parking, streamlining complex operational workflows into intuitive, accessible interfaces. Contributed to product strategy and end-to-end feature delivery to launch within tight startup timelines. Built cohesive brand and marketing assets to strengthen market presence and create a consistent customer experience.

Groupon Shared Services, *Visual Designer*

2015 - 16 | Chennai, India.

Enhanced website performance by applying strong visual hierarchy and composition principles, driving increased traffic and user engagement. Designed visually compelling deal pages that captured attention and encouraged deeper user exploration.

Amazon Development Center, *Graphic/Visual Designer*

2014 -15 | Chennai, India.

Leveraged advanced graphic design and image optimization techniques to enhance product presentation, improving perceived quality and influencing purchase decisions. Elevated overall user experience by ensuring accurate, high-quality visuals that strengthened customer trust, engagement and retention.

EDUCATION

Interactive Media Management

Centennial College.

Toronto, Canada | 2018

BA Hons, Digital Media & 3D Animation

ICAT Design & Media. (University of Wales, U.K.)

Chennai, India | 2009 - 13

Web Technologies & Visual Design

Arena Animation Institute

Hyderabad, India | 2013

CERTIFICATIONS

UX & Design for Today's AI Functionality

Maven | Jared Spool | 2026

Enterprise Design Thinking Practitioner

IBM | 2024

Product Management Basics

Pendo | 2024

Dieter Rams: Principles of Good Design

LinkedIn | 2020

SKILLS

Product Strategy & 0 → 1 Design

Enterprise SaaS UX

Design Systems

AI Product Design

UX Research & Usability Testing

Interaction Design

Information Architecture

Mobile Product Design (iOS & Android)

Accessibility (WCAG)

Cross-functional Collaboration

Front-end Implementation Knowledge

TOOLS

Figma · Framer · Miro

Pendo · Power BI · Medallia · UserTesting · Dovetail

Claude · Cursor · Figma Make

Gong · Zeroheight · Storybook