

# Preeti Kantilal Shah

## SUMMARY

Product Designer with 5+ years of experience leading complex, high-impact product challenges across fintech, edtech, proptech and B2B SaaS. I combine strong craft with research, experimentation, systems thinking and AI-assisted design to turn ambiguous problems into clear product direction, simplify complex workflows and design scalable solutions from discovery through launch.

## EXPERIENCE

### Absorb LMS, *Senior Product Designer*

2024 - 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*

2022 - 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)*

2021 - 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