RAJ S. SHAH

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Senior Product Designer with 8+ years experience designing high-stakes products in regulated industries: telecom, fintech, and utility infrastructure. Led Verizon's outage notifications and map, used by 3-6M people monthly with million-dollar support cost savings. Specialize in data-dense interfaces, maps, notifications, growth, onboarding, and AI experiences. Able to relocate.

PROFESSIONAL EXPERIENCE

Ship AI Studio (AI consultancy for legal/real estate)
October 2026 - Present

Design Engineer (freelance)

- Led rebranding of Ship AI + Desic into Ship AI Studio and created an agent-readable design system/brand guide
- Designed and built www.shipaistudio.com in Next.js: design system in code, ROI calculator, AI scorecard, audit-log demo, and light/dark theme switching
- Leading product design, brand, and design engineering delivery for studio clients

Invessio, a Yrefy company (loan/investment fintech)
April 2026 - September 2026

Senior Product Designer

- Led adoption across 5 product teams/40+ engineers for a PrimeNG-based design system using a three-tier token architecture (primitive->semantic->component, ~3200 tokens), along with Storybook implementation and component documentation
- Cut theming for new client brands from roughly two months of manual component overrides to one hour with a Claude Code workflow that turns brand guidelines into design tokens
- Proposed a CI lint rule that blocks hard-coded values, now enforced across five live products
- Designed data-dense investment sales management tool, including role-based views of sensitive financial data and defined product visual identity, approved by C-suite executives
- Coached a junior designer to advocate for design decisions, leading to significant scope influence for loan management features and other wins

Verizon
July 2023 - October 2025

Senior UX Designer

- Built geospatial UI for Outage Map + Simultaneous Network Notifications experience in collaboration with software and network engineers, currently used by 3-6 million people monthly
- Designed a voice AI assistant for Support FAQ pages for an executive-sponsored R&D program
- Designed the Coverage Map experience for prospective Home Internet customers in collaboration with product management and advised a junior designer on geospatial UI patterns
- Ran AI workshops for a team of 15+ designers and design leadership to educate designers on Verizon's model capabilities and identified roadmap opportunities for AI in Verizon channels

RSS Design
June 2018 - Present

Independent Product Designer (Select client engagements between full-time roles)

- Redesigned MVP of Passcom, service industry shift worker management app funded by co-founder of Square, using Claude Code with a design system markdown file to reduce iteration time by 79% (2026)

- Designed MVP of Cassette, a bridge application that reduces time spent switching from Spotify to another music streaming platform by 99.7% (2024-2025)
- Design and deployment of Repscore.com for Reputation, contributing to a $15 million ARR increase in the year after launch of microservice (2021)

Urbint January 2022 - December 2022

Senior Product Designer

- Designed the Model Explainer for Lens' AI/ML risk/impact prediction model and 4 other features, helping expand pilot user accounts to full adoption on electric/gas utility damage prevention teams and 22-30% damage reduction.
- Designed Urbint Lens' Offline Mode for field crews working in remote areas with poor connectivity, helping retain 2 key accounts at risk of churning
- Contributed 4 reusable components to the v2 design system and collaborated with engineers in performing visual QA on front-end builds

System Surveyor November 2019 - September 2020

Founding Product Designer

- Design and refinement of user experience of responsive web apps and iOS/Android tablet apps for security system design software platform, leading to 49% user growth
- Creation and maintenance of cross-platform design system, reducing development time for features by 2 agile sprint cycles
- Performed visual QA on front-end builds to ensure adherence to UX best practices, System Surveyor design system, and visual consistency
- Managed all design validation and generative research activities

SKILLS

Product Design (0→1, Iteration) · Interaction Design · UX/UI Design · Information Architecture · Journey Mapping · UX Research · Usability Testing · A/B Testing · Design Systems (Component Libraries) · UX Writing · Acceptance Criteria (User Stories) · Stakeholder Management · Cross-functional Collaboration · AI-Native Design Workflows

TOOLS

Design: Figma · Figjam · Miro · Framer · Webflow · Paper · Jitter · Rive

Code/AI: HTML · CSS · Javascript · Storybook · Subframe · Codex · Cursor · Claude Code · Variant · Github · React · React Native · Typescript

CMS/Analytics: ContentStack · Wordpress · Shopify · Pendo · Mixpanel · Google Analytics

Maps: ArcGIS, QGIS, Mapbox, Google Maps API

EDUCATION

General Assembly

- Certificate in User Experience Design

American University

- B.S. in Environmental Science and B.A. in International Studies