

Muskan Shah

UI/UX designer with 2+ years of experience across edtech, healthcare, hospitality, beauty and real estate. I take products from research and wireframes to high-fidelity, dev-ready design, backed by a master's in brand strategy. I design systems that make products easier to use and brands easier to trust.

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Experience

Freelance UI/UX Designer and Brand Strategist

June 2026 - Present

- Design brands and websites end to end for founders across beauty, finance, wellness and retail, including Choice, UJC Advisors etc.
- Run brand strategy and influencer marketing campaigns for D2C and service brands

UI/UX Designer at My Career Compass Today,

Ahmedabad, August - October 2026

- Led the end-to-end redesign of the career portal for a global launch
- Designed Career Quest Championship, from landing page to registration, payment and an interactive compass home, now live for Grades 1 to 12

UI UX Designer at Silverxis Inc.,

Ahmedabad, February 2026 - May 2026

- Led end-to-end redesign of client-facing SaaS product from audit and user research through wireframes to pixel-perfect UI delivery in Figma.
- Ran competitive analysis and user behaviour research to surface 3 critical UX friction points that shaped the information architecture overhaul.
- Partnered with developers daily to ensure design intent was preserved in production, reducing revision cycles.
- Integrated AI design tooling into workflow, cutting routine production time → 30–40% faster turnarounds without quality tradeoffs.

Concept Curator and Manager at Studio 10/10.11 Design

Ahmedabad, November 2024 - February 2026

- Directed digital and outdoor campaign strategy for 10+ clients across real estate, fashion, F&B, and cosmetics, grounding creative decisions in user psychology and behavioural data.
- Built a reusable content system (briefs, storyboards, brand guidelines) adopted across the studio → cut client onboarding time by ~50%.
- Led cross-functional team of designers, videographers, and copywriters to deliver cohesive campaigns on time and on-brand.
- Campaign outcomes included measurably higher lead quality and reported uplift in client sales.

Key Skills

Wireframing ★★★★★

Prototyping ★★★★★

User Research ★★★★★

Design Systems ★★★★★

Software

Figma

Procreate

Chat GPT

Claude

Adobe Suite

Google Stitch

Canva

Miro

Education

MA in Design Innovation and Brand Management

2023, University for the Creative Arts,

United Kingdom

Bachelor of Design

2022, GLS Institute of Design,

Ahmedabad

References

Ms. Shweta Rathod

Silverxis, Manager

shweta@silverxis.com

Ms. Kinjal Acharya

Studio 10, Founder

connect@studio10.design

Other Experience

- UX design Intern, Hipsters, Ahmedabad May 2021 - July 2021
- Furniture Designer, Rhizome, Ahmedabad Dec 2021 - May 2022