

Education

Master of Design + M.B.A

Dual degree at Illinois Institute of Technology, Chicago
May 2024

Product Design

Indian School of Design and Innovation (ISDI), Parsons, Mumbai
2015-2019

Bachelor of Arts, Sociology

Mumbai Institute of Distance & Open Learning, University of Mumbai
2015-2018

Achievements

Rotman Business Design Challenge, First Place

Mar 2024

Merit scholarship + Farber Fellowship Award

IIT, 2022 - 2024

Rise Award, For excellent contribution and performance

Infosys, 2021

Rise Award, For pixel perfect delivery, hard work, and exceeding client expectations

Infosys, 2021

Academic Excellence, Highest Cumulative GPA

DICE Ambassadors Scholarship, ISDI Parsons, 2016 - 2018

Skills

User Research
Quantitative & Qualitative Research
Behavioral Research & Design
Insight Synthesis
Problem Definition
Opportunity Mapping
Value Definition
Strategic Research Tools & Methods
Storytelling
Systems Thinking
Business Design
Workshop Facilitation
Stakeholder Management
Project Management
Wireframing & Prototyping
Usability Testing
Adobe Creative Suite
Figma
Jira
Mural / Miro

Sanya Shah

Design Strategist & Researcher passionate about leveraging design research methodologies and strategic thinking to create impactful solutions at the intersection of design, business, and innovation.

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Portfolio

Work Experience

Oct 2023 – Present | Institute of Design, IIT

Design Strategist

- Partnered with diverse university stakeholders to standardize and optimize intricate processes, enhancing operational efficiency and accountability.
- Delivered actionable insights and robust strategies through detailed process maps, service blueprints, and workflows, ensuring seamless stakeholder collaboration.

Aug 2023 – Dec 2023 | Institute of Design, IIT

Teaching Assistant

- Supported the "Building and Understanding Context" course, mentoring students in leveraging research methodologies to identify emerging signals and trends, and equipping them to forecast future opportunities that inform strategic innovation.
- Guided students in planning and executing research to uncover user behaviors, market dynamics, and systemic shifts, synthesizing these insights into forward-thinking strategies that are both relevant today and resilient for tomorrow.

June 2023 – July 2023 | Institute of Design, IIT

Research Assistant

- Continued spring semester research on the evolving role of design in large organizations, conducting qualitative research with global design leaders to drive synthesis and insights.
- Authored a structured report offering actionable strategies for organizations to maximize the value of design.

Aug 2019 – Jun 2022 | Infosys

Senior-Lead Experience Designer

- Led cross-functional teams in delivering high-impact design solutions, managing project timelines and stakeholder management, and ensuring client objectives were met through research-driven, user-centered.
- Mentored and coached new hires, guiding them through the design process and fostering a culture of collaboration, innovation, and high-quality outcomes.
- Developed and presented a digital experience strategy that helped secure a major Fortune 50 client, showcasing design’s potential to drive business success and user engagement.

Lead Experience Designer

- Led UX design projects across diverse industries, using design research to inform decisions, optimize user experiences, and translate business goals into strategic recommendations.
- Collaborated with multiple stakeholders to understand business goals, gather user insights, and translate them into strategic recommendations for product development.

Dec 2019 | Rhode Island School of Design, Infosys

Strategic Design Program Training

- Applied systems design thinking to uncover opportunities within complex ecosystems to design holistic, end-to-end solutions.

Jan – Jun 2019 | Digital Impact Square, Tata Foundation (TCS)

Lead Innovator

- Led a multidisciplinary team, managing the design process to identify social impact use cases for blockchain technology in the agricultural sector to enhance financial inclusion.
- Developed and executed a comprehensive project strategy, including goal setting, timeline planning, and research methodology design; led analysis and synthesis of findings to inform actionable insights.
- Facilitated stakeholder workshops and organized design sprints to rapidly align on objectives, prototype solutions, and validate concepts, ensuring a strategic, user-centered approach to product development.